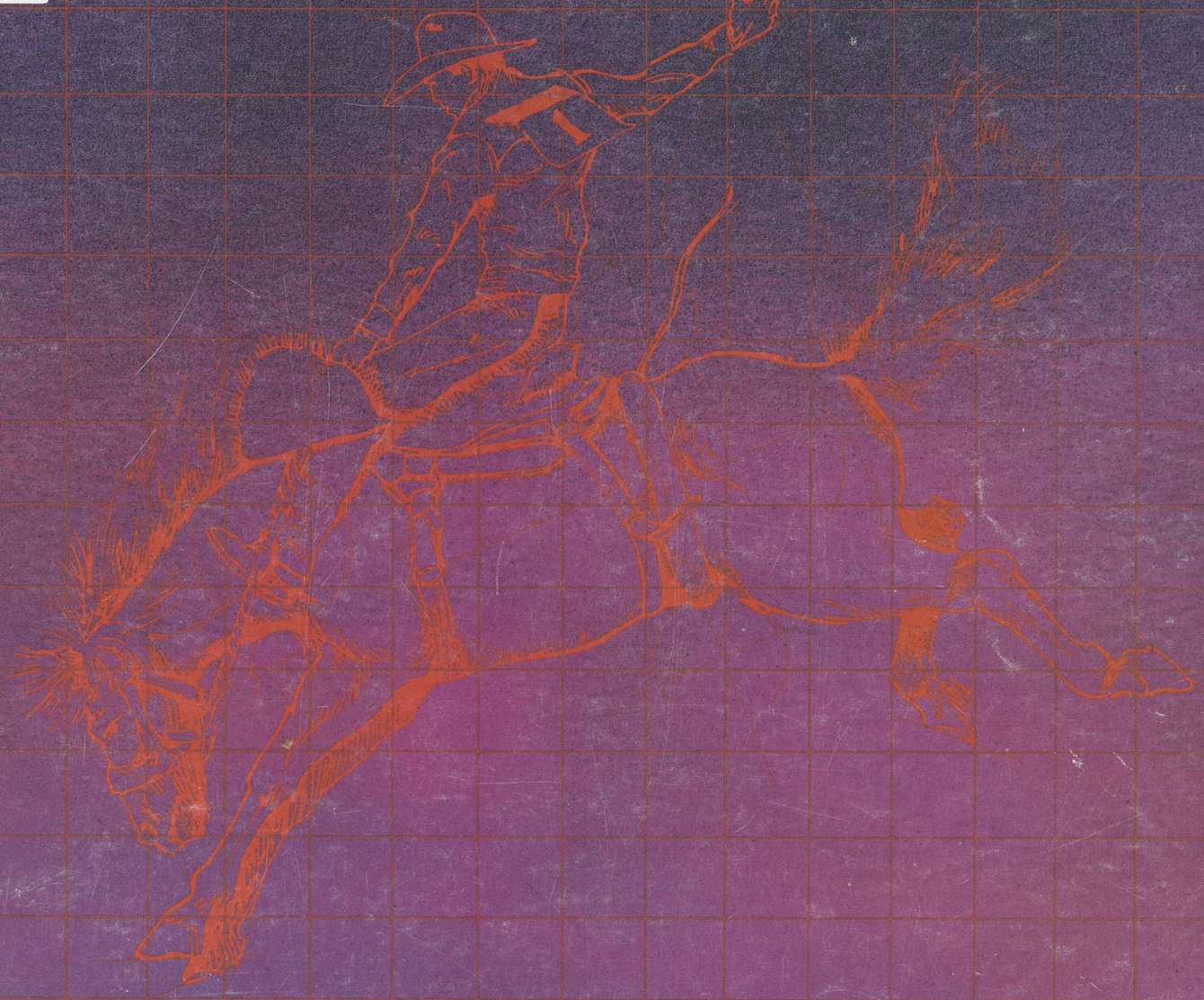
JOAN WILSON'S COLLECTION

OFFICIAL RODEO PROGRAM

prorodeo®

THE PROFESSIONAL RODEO COWBOYS ASSOCIATION



GRUBSTAKE DAYS PRCA RODEO

YUCCA VALLEY, CALIFORNIA

MAY 27TH & 28TH, 1988

FIESTA/CHARRO-PRCA RODEO, MAY 29TH

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Rodeo Executive Producer ..... *Jenice Miller*
Rodeo Coordinator ..... *Yolanda Jones*
Rodeo Committee Chairman ..... *Lynn Follstad*
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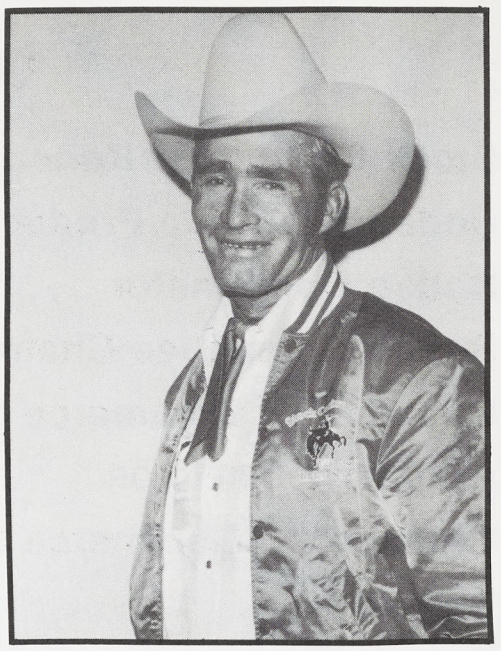
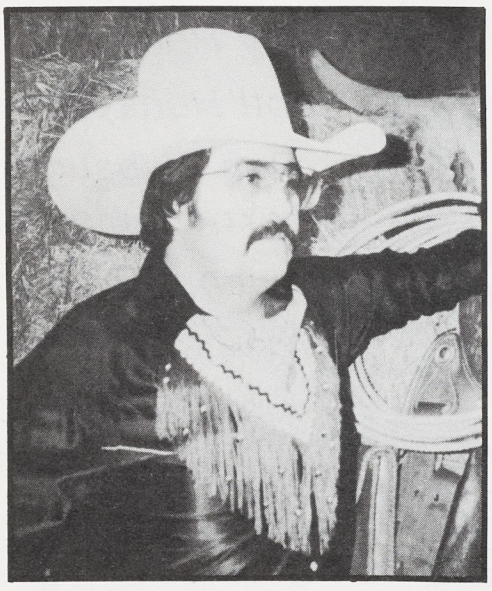
Bullfighter ..... *Scott Honeycutt*
Barrelman ..... *Jay Ludlow*
Rodeo Secretary ..... *Virginia Honeycutt*
Pick-up Men ..... *Jerry Honeycutt*
Scott Honeycutt
Ron Alsbaugh
Rodeo Queen ..... *Alicia Youngblood*
Lady In Waiting ..... *Jenna Stone*
1st Princess ..... *Michelle Leibold*
2nd Princess ..... *Kim Chapman*
3rd Princess ..... *Dorothy Wallen*
Pivot Setter for Grand Entry & Drill ..... *Yucca Valley 4-H*
Special Entertainment ..... *Jones Benally Family*
Special Entertainment ..... *Peter Sherayko*

DESERT DREAMS
GRUBSTAKES '88
YUCCA VALLEY, CA
MAY 28-30

HONEYCUTT AND SONS RODEO COMPANY



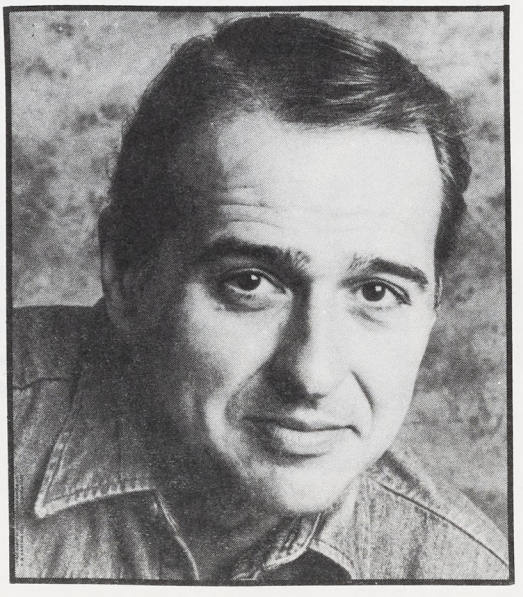
Honeycutt and Sons Rodeo Company, located in the San Luis Valley of Colorado, picks up their mail at 7155 Rodeo Lane in Alamosa. The senior member of the firm is Roy Honeycutt, born in Clovis, New Mexico, who left home at an early age to rodeo. He started out as saddle horse boy for Lynn Beutler of the Beutler Bros. Rodeo Company. He washed, curried and combed more horses than he likes to remember. As he grew in stature, he graduated to truck driver. He has worked every facet of rodeo, announcer, pick-up man, and chute boss. Roy's rodeo career goes from Japan with Casey Tibbs, California with Cotton Rosser, Texas with Beutler Bros., and Florida to Colorado with Walt Alsbaugh. Providing livestock for movies such as "The Cowboys" and TV commercials such as "Being the Mustang," and running a trucking company with sons Jerry and Scott who are partners with their dad. Jerry and Scott now drive the trucks. Jerry is seen in the arena as the pick-up man, while Scott is in the back loading the horses and bulls for the rodeo performance. It is a family run business and provides family entertainment at its best.



JOHNNY POPE
RODEO ANNOUNCER

Rodeo announcer Johnny Pope is at home behind the mike, calling the shots of Pro-Rodeo competition, or singing a country-western song. As one of the Professional Rodeo Cowboy Association's top announcers, Johnny will travel to at least forty five professional rodeo's every year. He started his rodeo career as a contestant, competing in bareback, saddlebronc, and bull riding. Now Johnny is "back in the saddle again," announcing many rodeo's horseback, he says being horseback may slow the pace of the commentary to a degree, but it more than makes up for it with contestant comments and crowd involvement.

PETER SHERAYKO
FEATURE PERFORMER: TRICK SHOT ARTIST



Peter is currently co-starring with Charles Bronson in the major motion picture, *Death Wish IV*. Peter uses the same gun in the film that he used in China as the star performer of the American Wild West Show which toured mainland China in July and August, 1987. Since his return from China Peter has guest starred in such programs as *Crime Story, Jake and the Fat Man,* and he is working on the new movie *Warlock*. Peter currently lives on a ranch with his wife Susan in the San Fernando Valley and has recurring roles on daytime series such as *All My Children, One Life to Live, Ryan's Hope* and *Young and Restless*.

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WELCOME

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Probably the question I get asked most today is how has rodeo changed? I'm also asked if I wish I were in it now?

Well, rodeo has changed a good bit since I was riding—mostly for the better. As for being in it now, I feel I'm still a part of rodeo and always will be.

They've still got bucking horses and there are more tough bulls than ever, thanks to many stock contractors that are breeding bucking stock.

In the '40s and '50s you could get to a rodeo a few days early and "try out" as many potential bucking horses as you wanted to get on. In 1946 I tried out 33 head in one day at Strong City, Kansas. (I got paid three dollars a head. Man, what a stack I had.) That's a few too many for practice, but that's the way we got our schooling. Today they've got practice arenas, mechanical broncs and bulls, rodeo clincs and schools. Many top hands are coming out of Little Britches rodeo and high school and inter-collegiate rodeo.

Overall I'd say the cowboy today is more of an athlete; not necessarily tougher or more competitive, just more polished. Records are being broken every year. They are roping cattle and wrestling steers faster than I could get off my horse.

Rodeo has come a long way from the Chisolm Trail. Money is one of the big changes. Take the Calgary Stampede, where you are guaranteed 50 grand if you win any event. That was one of my better rodeos and I never won half that over the 20 years I rode there.

The National Finals Rodeo was a long-time dream of mine, and with the help of a lot of people it became a reality—bigger than we all anticipated and getting bigger still. I hope I live to see a lot of those two-million dollar purses.

But as for wishing they had that kind of prize money and sponsorship in rodeo when I was riding, well, to tell you the truth, I was having so much fun with what I was making that I could hardly stand it as it was.

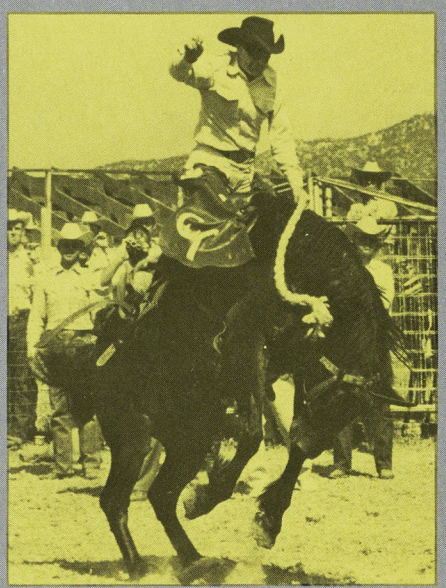
My book should be out this year. Maybe you'll read it and learn more about what I think.

Meanwhile, thank you for attending this PRCA rodeo. Without you, we're not successful.

Adios for now,

Casey Tibbs

(Casey Tibbs is a former world champion all-around cowboy and six-time world champion saddle bronc rider)



This special rodeo program or insert to your program was provided through arrangements with the PRCA rodeo sponsor for your better understanding and enjoyment of professional rodeo.

Names of rodeo contestants and stock for each event during the rodeo appear on the daily insert sheet which is provided with this program.

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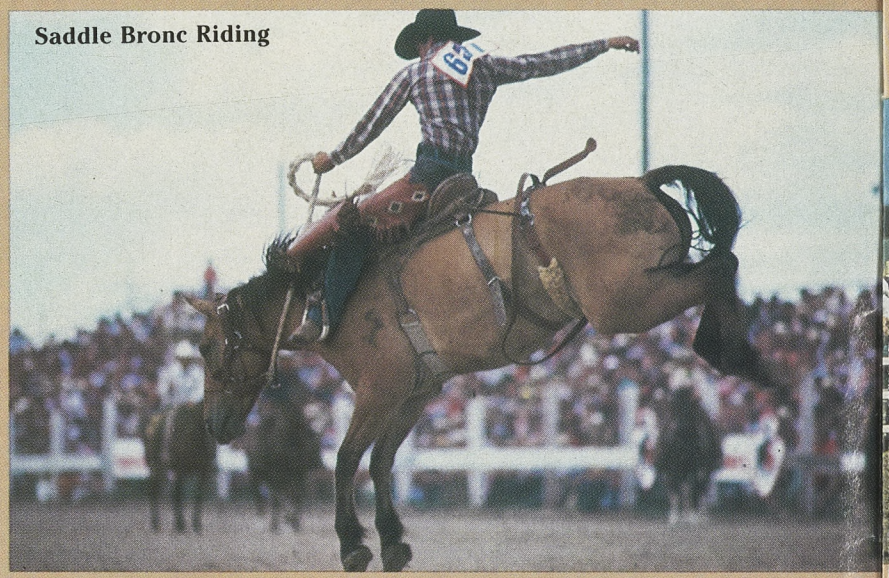
HOW TO WATCH PRORODEO

Like all sports, professional rodeo has language, customs, practices and rules all its own. Heritage and tradition play important roles. The PRCA rule book is written by the Association's members, and it sets the standard used by virtually all rodeo: college, high school and other youth rodeo, and amateur.



Saddle Bronc Riding

These event descriptions and the section on judging will help you understand the various contests and enhance your enjoyment of this rodeo.

SADDLE BRONC RIDING

Instantly catching the bronc's rhythm is the rider's chief aim when he and the animal exit the chute. The cowboy's feet should be over the bronc's shoulders when its front feet hit the ground, and stroke back as the bronc jumps forward.

Balance is the bronc rider's primary asset. He acquires it by lifting, not pulling, on the single braided rein attached to the bronc's halter. The animal's head moves unpredictably and erratically. Too short a rein can pull the rider off over the bronc's head; too long, and the cowboy's arm can't reach high enough to take up the slack.

BAREBACK RIDING

Though different in style and aggressiveness from a saddle bronc rider's, the bareback contestant's goal is also to get his spurring lick timed to the rhythm of the horse.

When the bronc bucks high, the rider jerks his feet up the bronc's shoulders till his knees almost strike his chin. As the horse goes "over the top" and straightens its forelegs to take the impact on its front feet, the rider attempts to "beat the horse to the ground," moving his feet down and straightening his knees, bringing both dull spurs in contact with the bronc's neck.

Balance plays a role in this event, too; but the bareback rider has plenty of use for a strong grip and powerfully muscled arm as well, to hold on to a rigging equipped with a handhold somewhat resembling a suitcase handle.

BARREL RACING

No rodeo action is faster, or easier understood, than this horse and rider combination. The cloverleaf course is around three barrels set in a triangle, each barrel equidistant from the other two. Times are so fast they are measured in hundredths of a second.

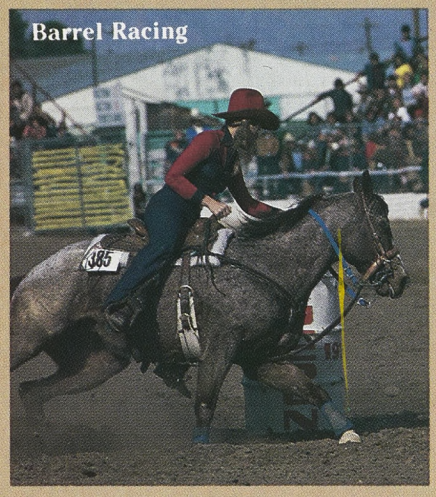
In other rodeo timed events it's common practice for contestants to borrow horses and win, but not in this competition. Barrel horses are great athletes, with exceptional speed, agility and a desire to win.

STEER WRESTLING

As in the roping events, steer wrestlers give the steer a headstart, then sprint their horses after the racing bovine. This event is the only contest in professional rodeo where a cowboy is allowed any assistance—a hazer on the far side of the steer to help keep it running in a straight line.

Once he rides alongside the steer and positions himself, the steer wrestler transfers from his horse to the steer, both running about 30 miles an hour.

Steer Wrestling



Barrel Racing

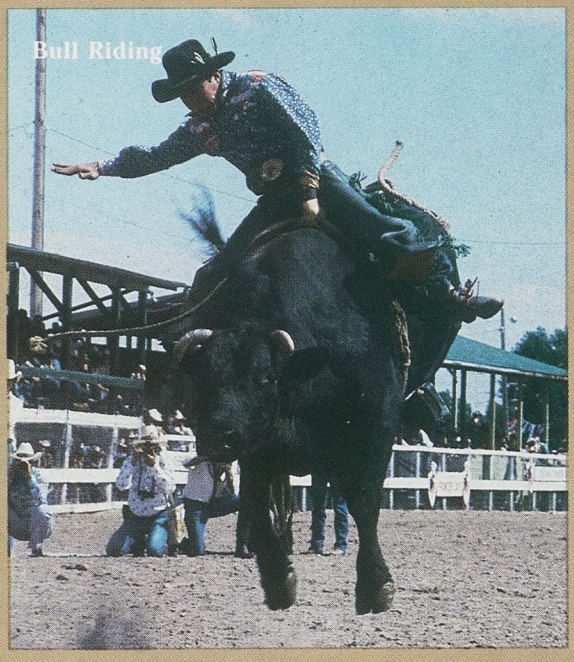
Bareback Riding

The cowboy must stop the steer, turn it back and wrestle it to the ground.

This is the only event where a cowboy's size can make a difference, but it shouldn't be over-rated. Skill, timing, coordination and courage count more than size to down a 600-pound horned animal.

BULL RIDING

If you've ever wondered what the expression "a force of nature" means, a bucking bull defines it. No other athletic competition on earth faintly resembles this one, nor approaches its danger and drama. Bucking bulls often weigh nearly 2,000 pounds, and most are ill-tempered and crave opportunities to go stomping over the top of downed riders.

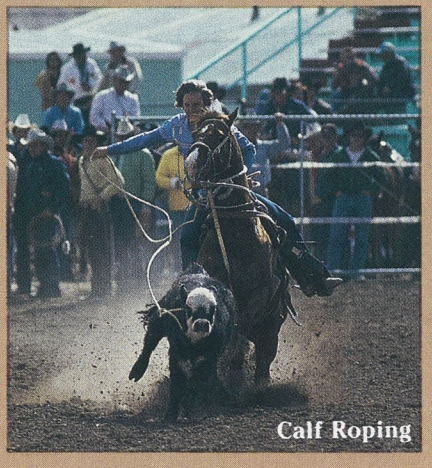

Bull Riding

It may appear that bull riding requires endurance more than any other quality, but that's not true. Far more important are courage, skill, a keen sense of balance and superior mental attitude.

It happens fast! But watch the rider use his free arm to counter the bull's spins and lurches, and how the rider lunges his own body forward as if to jump over his riding hand and keeps grabbing for a new hold with both feet.

HOW TO WATCH PRORODEO

Team Roping



Calf Roping

CALF ROPING

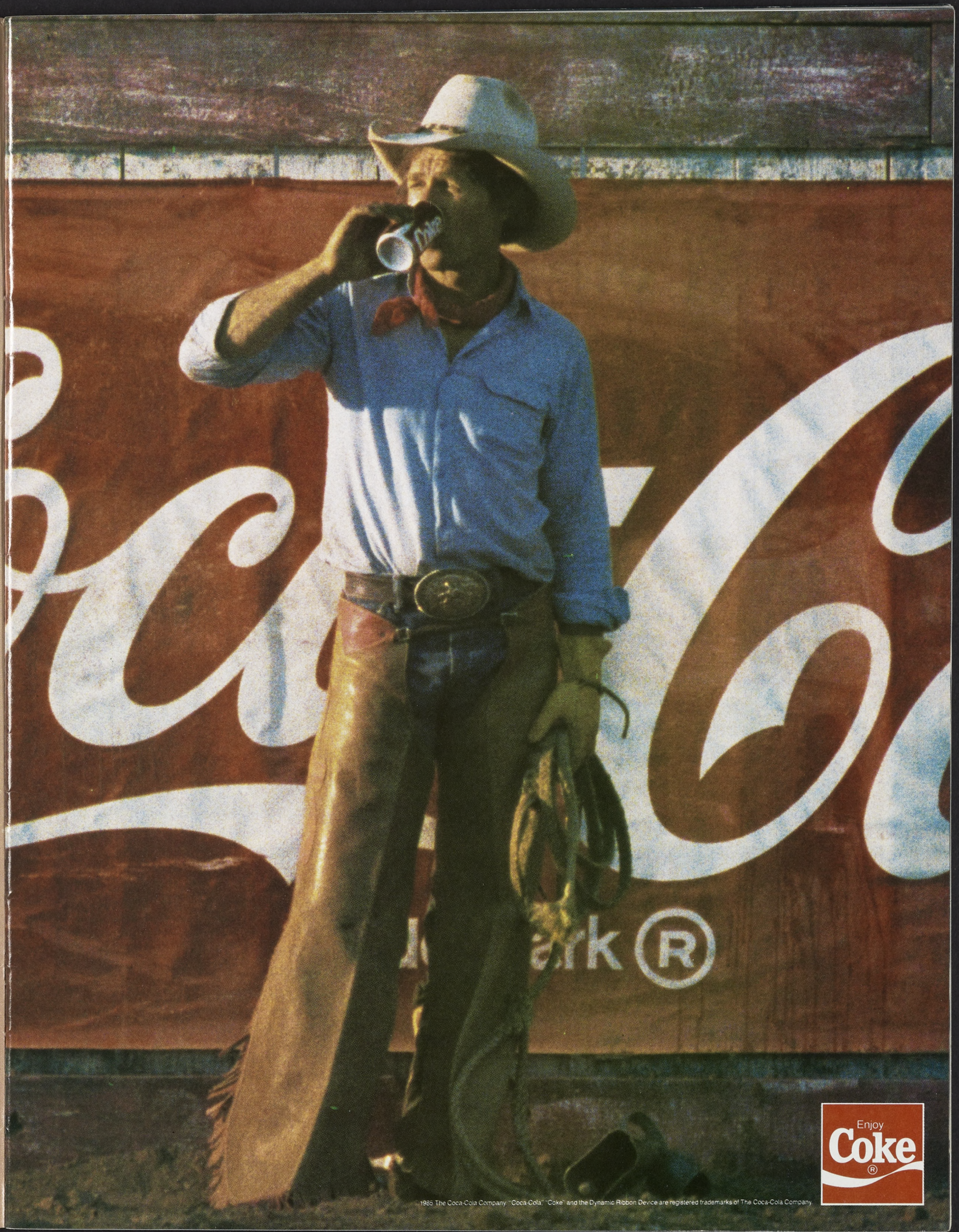
In this timed event, cowboys compete against the stopwatch as well as the animal. Everything happens so fast calf roping may sometimes appear chaotic. The calf runs into the arena alone because it gets a well-defined headstart; and the horseman rides hard to catch up and rope it. The work on the ground is a flurry of activity that ends with the cowboy's hands flying skyward to signal he's finished the tie.

The arena teamwork of cowboy and horse represent thousands of hours practice with no audience. It takes a time in the vicinity of 10 seconds to win.

TEAM ROPING

This is everybody's event, because it looks so simple it seems anybody can do it. But with five entities involved, lots of things can go wrong, and often do. The steer gets a headstart. The header casts his loop over the animal's horns, takes two turns (dallies) around his saddle horn, and turns off at an angle, slowing the steer. The heeler moves in toward the hindquarters and ropes both back feet—and the good heelers rope them; they don't throw a loop in front of the back feet for the steer to walk into.

When both ropers have connected, they face their horses toward each other with each rope tight. If a roper gets a thumb or finger between his rope and the saddle horn, it's amputated instantly.



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JUDGING the ROUGHSTOCK EVENTS

In all three roughstock events: saddle and bareback bronc riding and bull riding, the rider must stay atop the animal for eight seconds, using just one hand and abiding by additional rules. Those rules are made by the cowboys themselves. And the rules are deliberately slanted to give the animals every advantage.

Rides are scored and points given by two professional rodeo cowboy-judges, themselves veterans of arena competition. Each judge has 50 points to work with on every ride: 25 points for the animal, 25 for the rider, so the perfect score of 100 points is possible—but has never been awarded.

In the horse-riding events, a rider must have his toes turned out and his spurs in contact with the bronc's shoulders the first jump from the chute, and failure to do this, to "mark the bronc out," immediately disqualifies the rider. In bull riding, there is no "marking-out" rule.

It is not possible for any man to outpower a bucking animal that weighs from 1,000 pounds to a ton, any more than a single man can stop the flow of the Colorado River—or any force of nature. To appreciate the cowboys' efforts, watch the brute raw strength of the bucking animals: their darts, dives, twists and rolls that revolve around three axis like an airplane in a thunderstorm; and changes of direction so violent and fast animals appear to "swap ends"; and the impact with which they strike the ground.

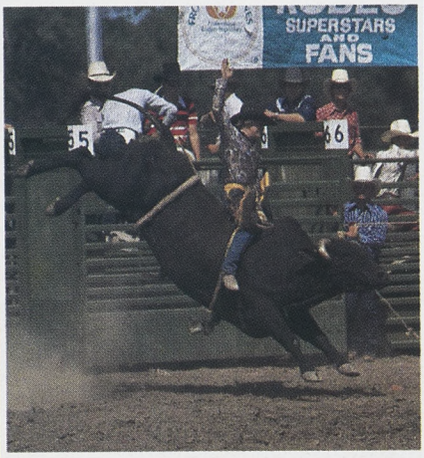
That's all to the good for the cowboy: the tougher the animal is to ride, the more points it will be scored by the judges.

SADDLE BRONC RIDING

Points are awarded for continuous spurring action throughout the ride, from point of shoulder rearward, the longer the stroke, the better the score. Timing is vital. The cowboy's spurs must be in contact with the horse's shoulders each time the bronc's front feet strike the ground. The rider does not pull on the buckrein, but lifts just enough to keep tension and maintain his balance.

BAREBACK RIDING

Rather than the front-to-back spurring motion used in saddle bronc riding, the bareback rider spurs up front, and out, and back down to the front, and repeats continuously. His knees almost strike his chin, his spurs almost strike his rigging handhold. Bareback horses are smaller than saddle broncs, with a lot of quick twists, sunfishing and turnback in their moves.



BULL RIDING

The cowboy isn't required to spur in this event, but he piles up points when he does. Bull riding requires exceptional balance and body control—maintaining position regardless what moves the bull makes. Recoveries make spectacular watching, but lose points: a good bull rider doesn't get out of shape so bad he must recover. For spurring to count, it must be far more than a rider shuffling his feet.

JENICE MILLER

As an 8th Degree Black Belt in Tai Kwon Do Karate, Jenice is the highest ranking female Black Belt in the U.S. She has won over 268 national karate championships in her career in the martial arts. She made the transition from athlete to businesswoman by getting into the field of television and rodeo. She was the executive producer for the nationally syndicated live telecast of the American Junior Rodeo Association's Finals Rodeo. She was the producer for the Celebrity Team Roping and Cutting for the National Little Britches in Colorado Springs during their National Finals for 1987 and is serving as the executive producer for this years MRA National Finals Rodeo and the 29 Palms Combat Center Rodeo. She will also serve in that capacity for the PRCA Grubstake Days Rodeo in Yucca Valley on May 27, 28 and 29th. Immediately following these events she will be working with Christina Paine for the Jane Russell "WAIF" Celebrity Team Roping and Cutting to be held in Palm Springs in November.

JONES BENALLY FAMILY SPECIAL ENTERTAINMENT

The Jones Benally Family from Big Mountain, Arizona has appeared in such performances as the Charlie Daniels Slim Jim Stampede, Ft. Worth Livestock Show & Rodeo, Star performer in the Buffalo Bill Wild West Show, the Today Show and the Merv Griffin Show. They have traveled all over the world performing. Jones Benally is the World Champion Hoop Dancer and the children are Champion Pow Wow Dancers and are following in their father's footsteps.

AUDRA SANBORN

Audra Sanborn is our 1988 Queen and will reign as Queen of MRA throughout 1988, until she gives up her Crown to the new Queen at next years finals.

Audra is 18 years old and a senior at Yucca Valley High School, Yucca Valley, California. She hopes to attend the University of Arizona at Tempe and work towards a degree in Agricultural Science.

She has competed in Queens contests in Arizona and California. Is an active 4-H member and competitor in the Junior Rodeo as well as MRA.

She has been training and working in "Reining Cow Horse" with Gary Van Seal of Pioneertown, California. She competes in Barrel racing, girls breakaway roping and team roping. Team roping is her favorite rodeo event but admits she would like to try saddle bronc.

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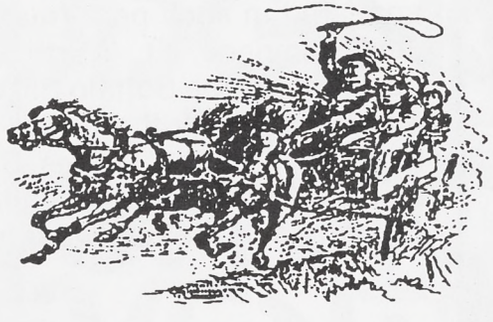

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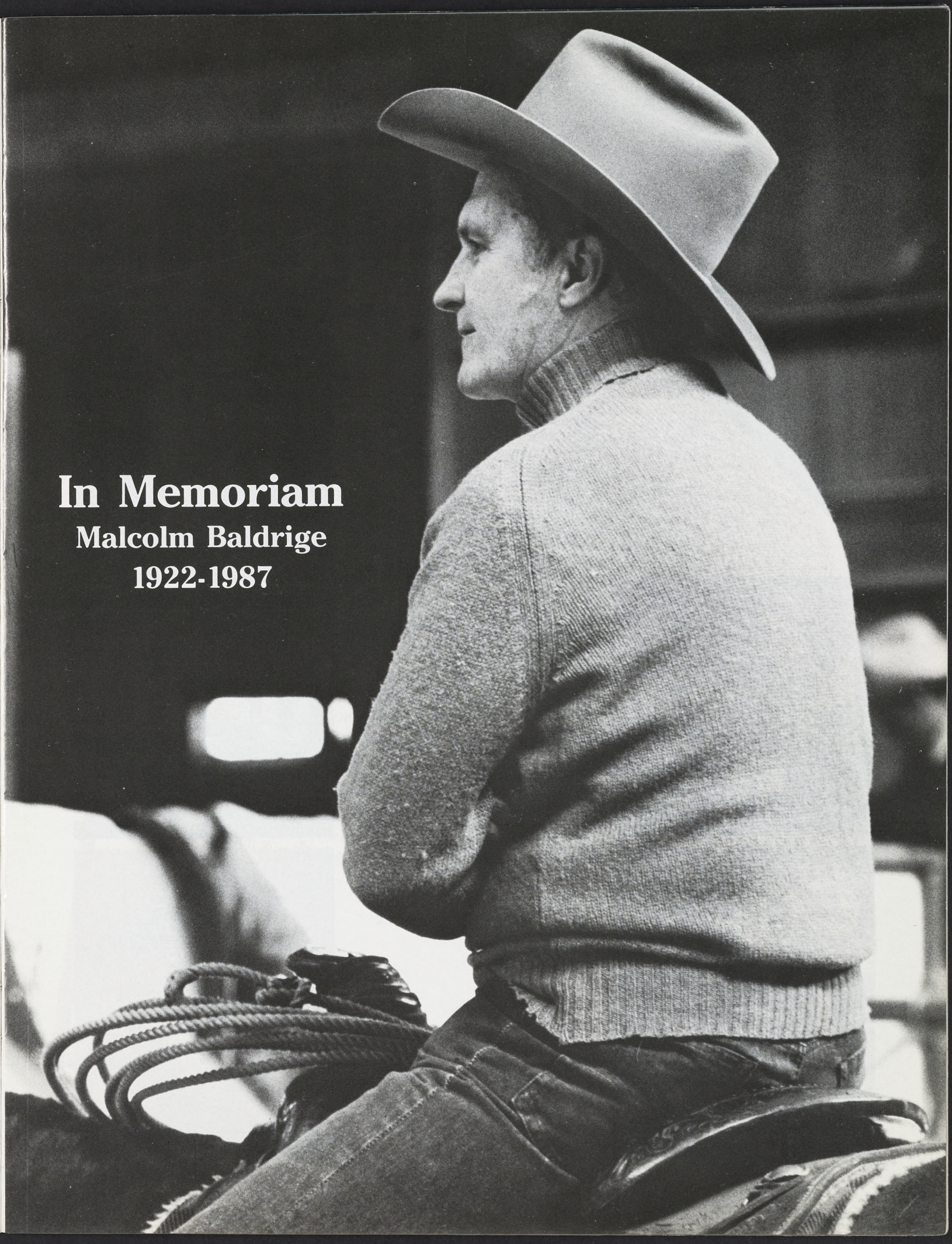
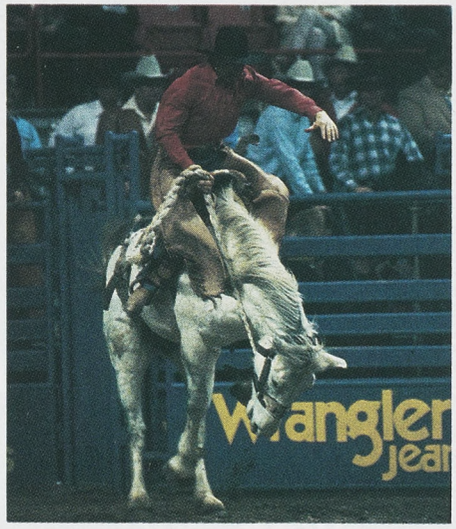

In Memoriam
Malcolm Baldrige
1922-1987

NATIONAL SPONSORS

From the dusty days of its vagabond youth, the sport of rodeo has matured into a major professional sport with a prominent position in the contemporary American sports marketplace. The development of major commercial sponsors became a significant tool for carving out rodeo's niche in the modern day sports scene. Those sponsors have continued to fuel the advancement of the sport into the late 20th Century.

Today, the PRCA's sponsors help make the sport more financially rewarding for the rodeo athletes and other PRCA members—in many instances making the difference in whether or not they are able to continue "goin' down the road."



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An important message for you the spectator

SPORTS, ENTERTAINMENT AND SPONSORSHIP

Any time you attend a sports or entertainment event, or enjoy one on television, you're likely to see all kinds of products and services advertised. On-site advertising and event sponsorships have become big business. It may be trucks or cars, soft drinks, or soft taco shells. Everything from burgers to banks is promoted. Corporate logos adorn race cars, athletes' apparel, billboards, scoreboards and more.

Obviously, companies advertise in order to increase sales and profits. They pump a great deal of money into events like the rodeo you're watching today. But have you ever stopped to consider that sports and entertainment sponsorships also benefit you, the fan?

The ticket price you paid today was indirectly subsidized by commercial sponsors. Without those sponsors, you would have paid more at the ticket office. Without those sponsors, in fact, today's event might not be happening at all.

These sponsors simply want to expose their products to you and add to the value of your entertainment. In this country, we enjoy considerable freedom in our choices to buy, not to buy, or which brand to buy. Event sponsors hope that you, as a consumer, will recognize their contribution to your entertainment and in return become loyal to their products and services.

Unlike many countries, the United States government has no program to promote sports and provides no subsidies to sporting organizations. This is the American way, and is appropriate, just as it is appropriate for sports and events to seek financial support in the spirit of free enterprise. Advertising, in all its many forms, is a cornerstone of our economic system.

STARŚPORTSE, the company that publishes this PRORODEO souvenir magazine, is in the business of bringing together commercial sponsors and advertisers with popular sports and entertainment events, like today's performance, for the mutual benefit of the sport, the sponsor, and the fans and spectators.

STARŚPORTSE believes that sports, entertainment, and leisure activities are not just frills. They are important elements in contemporary society and essential to public health and welfare. STARŚPORTSE is dedicated to creating sponsorships and programs that are of benefit to the sponsor and add value to you, the spectator.

We hope you will enjoy today's event. And we hope that you will remember that today's sponsors and advertisers have contributed in a big way to your enjoyment. Especially when you go about your normal personal business in the marketplace.

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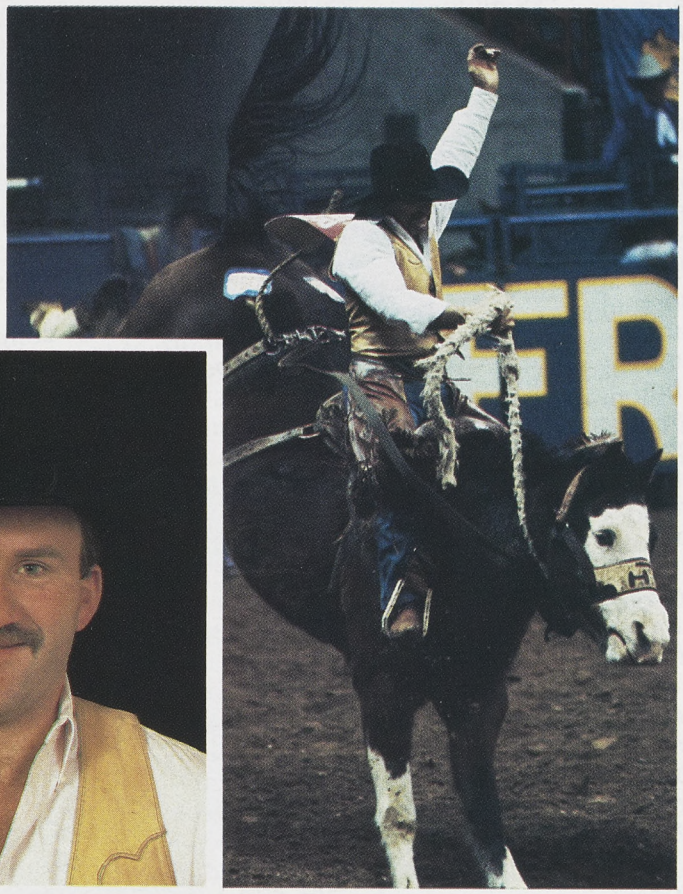

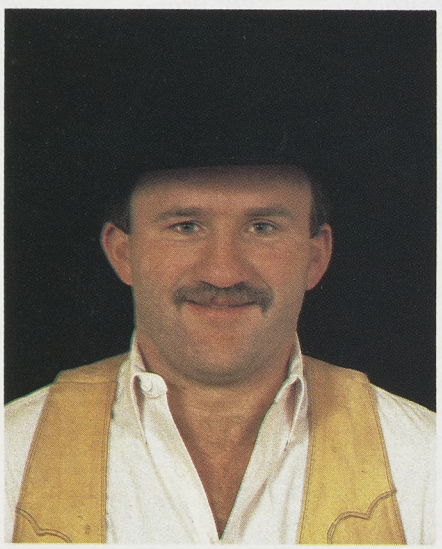

Lewis Feild
All-Around

Saddle bronc and two-time world champion bareback rider Lewis Feild said his chances were "as good as they've ever been" as he went to the National Finals Rodeo seeking his third consecutive all-around title—even though he trailed two other cowboys at the time.

No one cared to disagree with him.

"It's my kind of rodeo," he said. "I love getting on a lot of horses in a short period of time. I seem to ride stronger and more consistently when I do."

Feild qualified for the National Finals for the seventh time in bareback riding, in 6th place, and for only the second time in saddle bronc, where he was 15th.

"I like both events," he has said, "but I guess you'd have to say bareback riding is my favorite ... I've been more successful at it."

That wasn't obvious at the Finals, however. Feild turned the tables on himself and by the time it was over, he had moved to 4th in world standings in bareback riding—and all the way to 2nd in saddle bronc riding. Along the way he set a record for NFR winnings, $75,218, and regained the all-around championship by a wide margin.

Even with his notable record—three all-around titles, most money won at the NFR, two bareback riding championships (1985, 1986), most money won in a single season (1986)—Feild has said he never expected to do so well in PRCA rodeo.

"When I was young, I never figured I'd be a professional rodeo cowboy," he said. "I thought I'd be happy just going to rodeos around home in the summertime."

That he supported himself throughout the year on those summer earnings should have tipped him off.

At 31, Feild believes he is enjoying his most productive times. "The people in the past who have done well consistently have reached their peaks in their 30s," he said. "I'll be at it a few more years."

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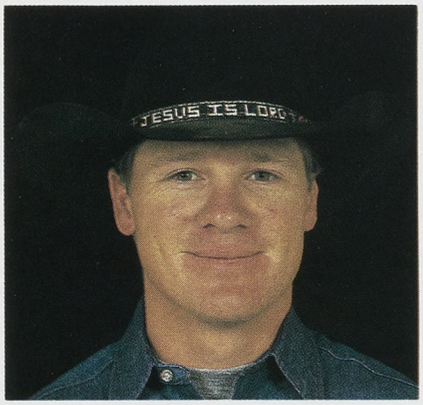
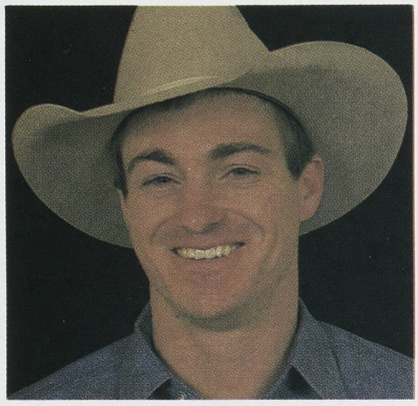
Clay O'Brien Cooper
Team Roping

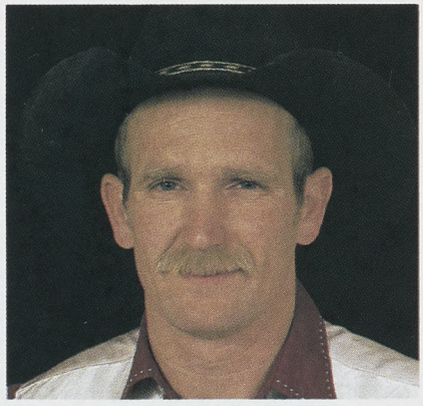
Clay O'Brien Cooper, co-champion in team roping with Jake Barnes, is a frequent winner in calf roping as well. Cooper has proven his ability as an all-around contender (he finished 7th, 2nd, and 4th the last three years) but to date has chosen not to make the all-around his main priority. Cooper and Barnes have won the team roping title three years in a row.▼



Clint Johnson
Saddle Bronc

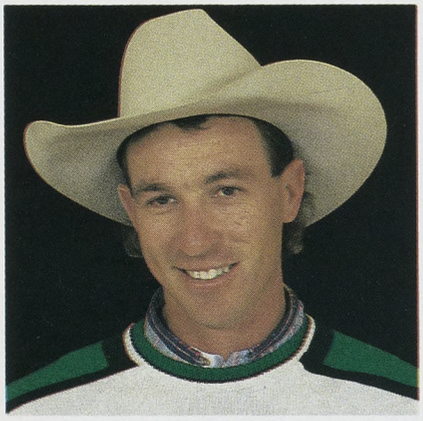
This time around marked the fifth straight year Clint Johnson went to the National Finals Rodeo as a favorite to re-claim the crown he first won in 1980. Undaunted after finishing 2nd in three of the last four years, with the help of a strong summer run he stayed at or near the top for much of 1987. He was in the lead when the finals began, and consistency there pulled him through.▼





Bruce Ford▲
Bareback Riding

After three years riding part-time while pursuing other interests, Bruce Ford's comeback fifth title tied him for the record for most bareback championships in a career. Only slightly behind the leader when the National Finals began, Ford moved ahead while winning money on six of his 10 horses, including 1st place in the final round. Ford also holds the record for career earnings in bareback riding.



Jake Barnes
Team Roping

It's been said that as long as Jake Barnes and co-champion Clay O'Brien Cooper are paired they'll remain unbeatable. At the National Finals they quickly made known their intention to claim a third world title by winning the first round, then winning or placing in four more and—even when their championship was assured before the Finals ended—topping the last round as well.◄

CHAM

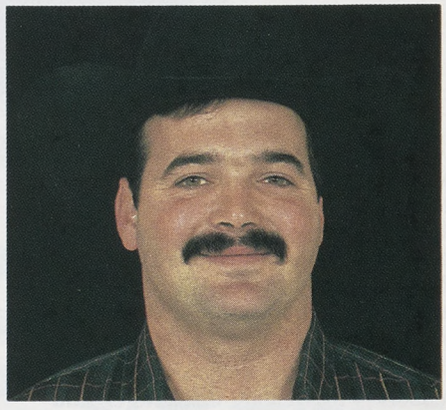
R L D

Joe Beaver
Calf Roping

Joe Beaver won his first world championship as a rookie in 1985, by a strong run from behind at the NFR in which he overtook eight-time champion Roy Cooper. This time Beaver didn't leave much room for doubt. He moved from 2nd to 1st in the standings in September, stayed there until the Finals, then won the NFR average and cinched the world title. ▼

Steve Duhon
Steer Wrestling

Cajun cowboy Steve Duhon won his first world championship in 1986 by the largest margin in steer wrestling history, then started slowly in 1987. By summer he was in the top five, and by NFR time was 3rd. At the Finals he won 1st in one round (tying for the fastest time of all 10 rounds) and placed in three others, all the while aiming toward the NFR average, which only became his for sure in the last round and earned him the world championship. ▼



Lane Frost ▲
Bull Riding

Four-time National Finals Rodeo qualifier and 1986 NFR winner Lane Frost took the standings lead early on and maintained it through much of the season despite a broken collarbone suffered in mid-August. At the Finals he qualified on eight of his 10 bulls and won money on six to turn away a strong challenge from the 2nd-place rider. Frost finished 3rd for the title in 1985 and 1986.

Charmayne James
Barrel Racing

Records and opponents alike have fallen consistently to Charmayne James and Scamper, the horse James credits for much of her success. Although she won the National Finals Rodeo barrel racing competition, her fourth world championship was virtually assured before the Finals began. James hasn't been seriously challenged since she won her first title in 1984 at age 14. ►

PIONS

BUCKING STOCK OF THE YEAR

Just as PRCA pro rodeo has annual awards for its top cowboy athletes, so is there recognition for outstanding bucking stock. Out of some 8,000 bucking horses and bulls, three annually are chosen the finest by vote of those that know them best — the top 30 cowboys in each PRCA riding event.

Two horses tied for top saddle bronc honors — the gelding **Challenger and Skoal** and the mare **Kloud Grey Skoal.** Challenger and Skoal is a 1,500-pound sorrel, 7-years-old, and has been in pro rodeo just two years. A stout horse that comes out of the gate hard and fast, he was bucked at 16 rodeos prior to the National Finals Rodeo and was ridden successfully but three times. At the NFR he carried a rider to 1st-place in the final round.

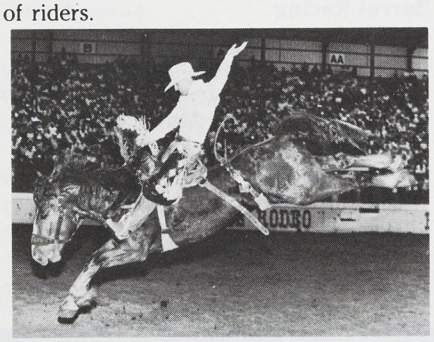
Kloud Grey Skoal, a bay from Canada, is a four-year NFR veteran. She weighs 1,400 pounds and for 7 of her 9 years has bucked at rodeos. Like Challenger and Skoal, only three cowboys made qualified rides on her during the regular season, and she also carried a rider to a 1st-place win at the NFR.

Another sorrel, 17-year-old, bald-faced **Skoal's Sippin' Velvet,** has been voted best bareback horse for the sixth time. A direct descendent of the famous race horse Man O' War, Skoal's Sippin Velvet first received the award in 1978. He's tall and rangy, loves to buck, and is physically demanding on even the best of riders.

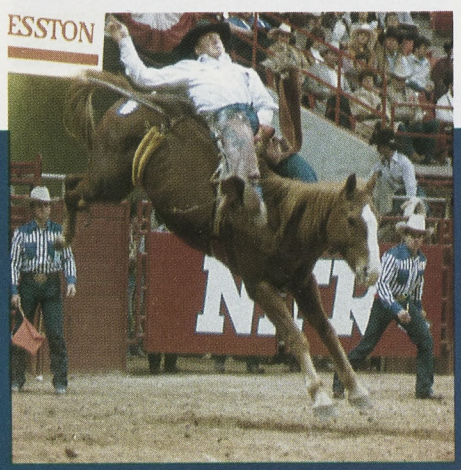
Red Rock, an 11-year-old brindle bull, had not been ridden in more than 300 attempts. To quote one bull rider: "Red Rock intimidates a guy because he's so ready. He gets hard as a rock in that chute. It's like sitting on a brick. Then he throws people off so hard they break bones when they land."

After being voted bull of the year, Red Rock ended his career, at the National Finals Rodeo, by bucking off the last two cowboys to try him. He was then retired to the life of a herd sire.

The PRCA bucking stock of the year is sponsored by Copenhagen/ Skoal, with a total of $18,000 in cash bonuses awarded to the owners of the top three saddle broncs, bareback horses and bulls.



Challenger and Skoal



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Kloud Grey Skoal

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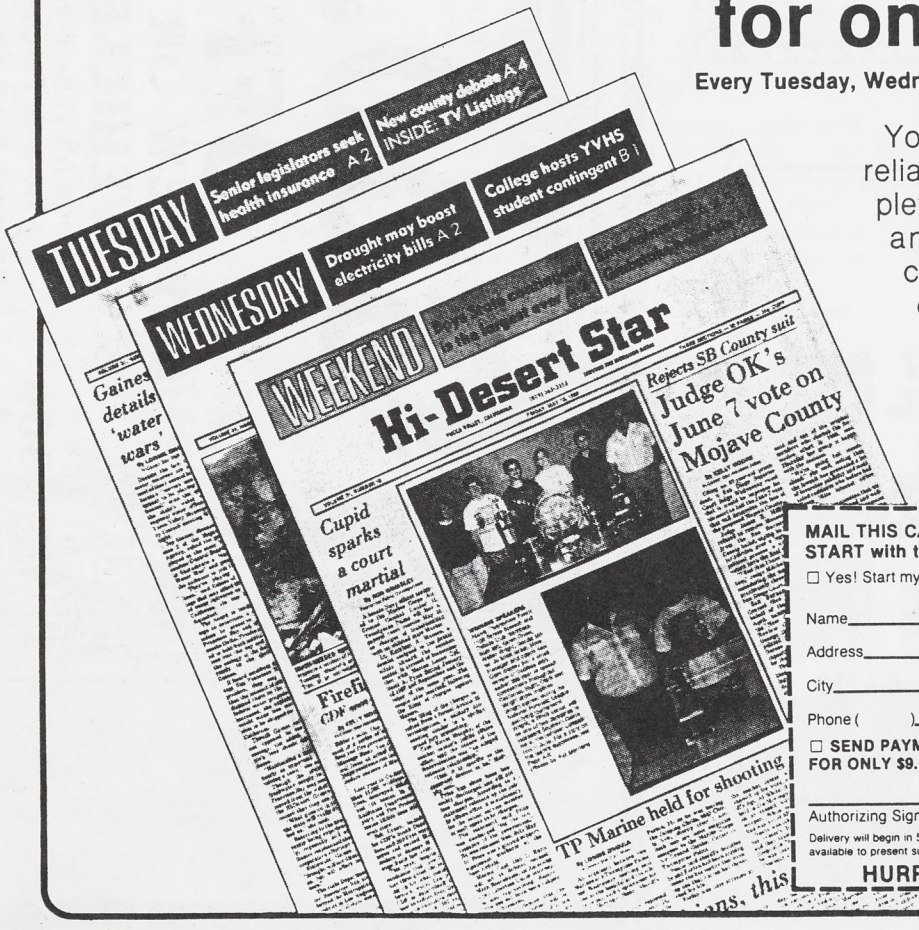
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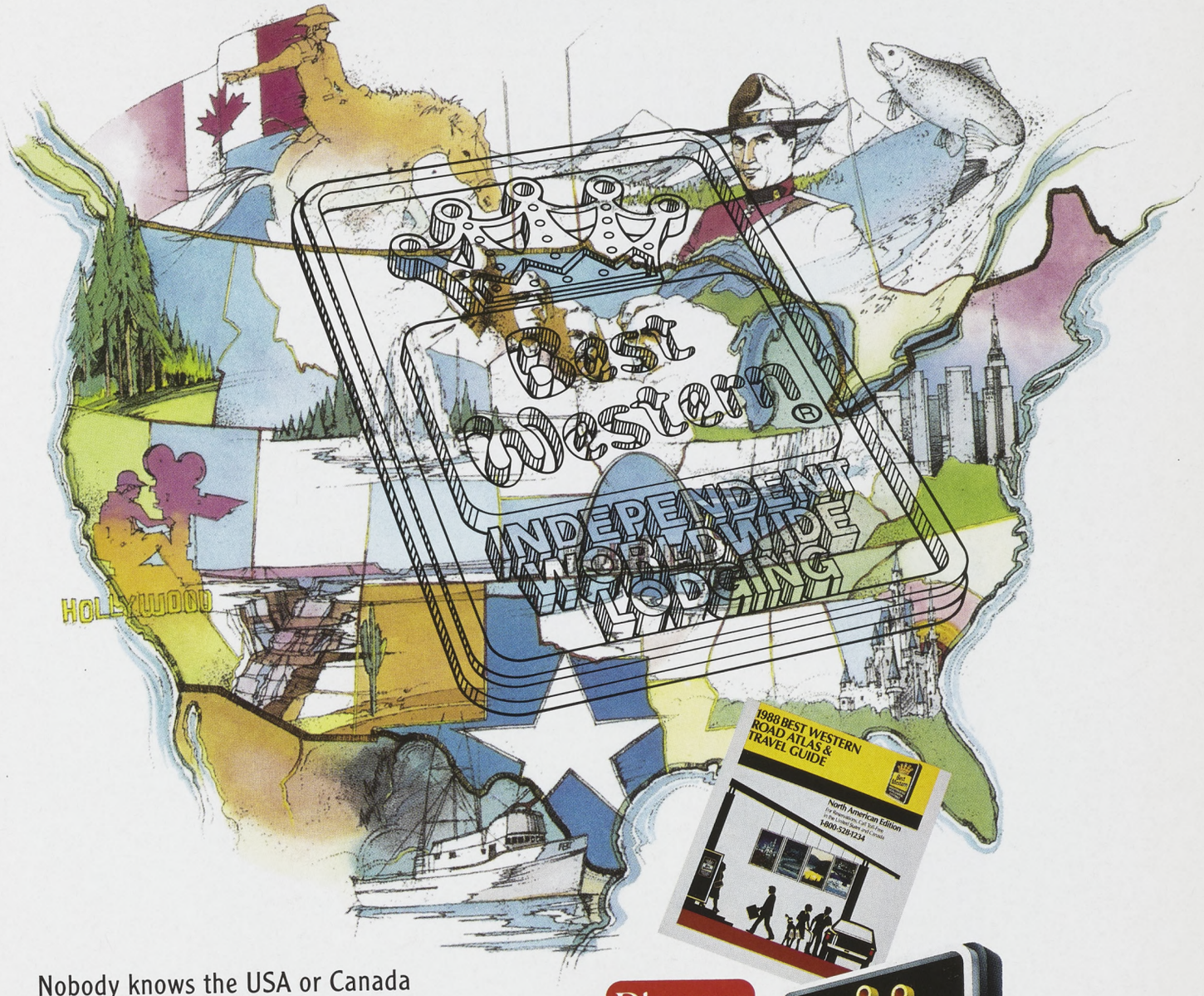

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The PRCA

From the outset, the main business of the governing body of prorodeo has been to protect and enhance the cowboy contestants' interests. That remains a primary concern. But during the years, it became obvious the governing body must concern itself with the entire rodeo business, not just those of the contestants.

The sport of professional rodeo began in the late 1800s. Spontaneous roping and riding contests between working cowboys birthed the sport. When trail herds met on the long lonesome drives, the bragging and boasting began. The competitions decided who really was best.

The contests moved from the trail to town and became a spectator sport. A definite need for businesslike organizing quickly became obvious, but not until 1936 did the independent-minded cowboys finally get together and form the Cowboys Turtle Association, a name indicating how long it took them to become a band of brothers. The Turtles sought—and got—realistic purses, fair and impartial judging, entry fees added to the purse for prize money, and honest advertising for their competitions.

In time, the sport's contract members—clowns, announcers, trick riders and others were brought into the fold, along with the stock contractors, rodeo producers and local rodeo committees.

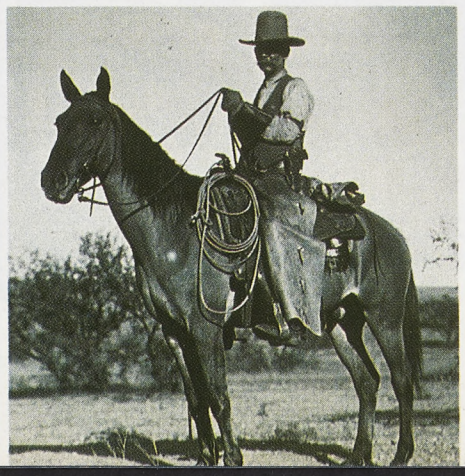
In 1945 the outfit became the Rodeo Cowboys Association, and 30 years later was re-christened the Professional Rodeo Cowboys Association.

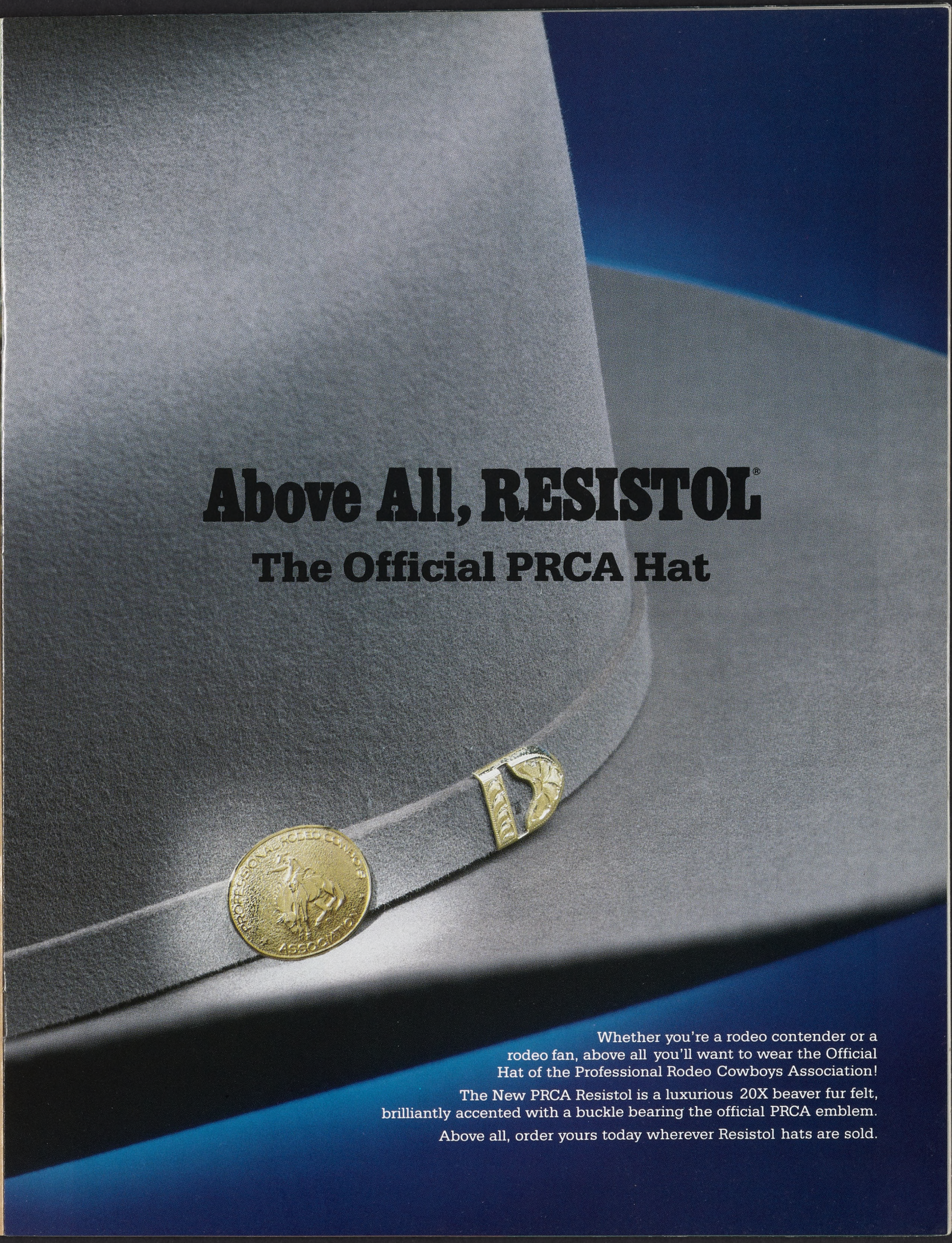
The foremost responsibility of the Association continues to be creating and enforcing rules of the sport to insure that its fans and spectators see wholesome family entertainment and genuine professional athletic competition when they buy a ticket to a PRCA-sanctioned rodeo, whether it be in Florida or California, Boston or Seattle.

The Association's responsibilities include providing for the safety and well-being of rodeo animals as well as its humans. It guarantees that one cowboy's opportunities to win are no less nor any more than another's. The justly famous "luck of the draw" and individual athletic ability determines who wins. Those same rules govern the livestock as well, insuring the cowboys contest on healthy and genuinely competitive animals.

By definition, amateur rodeos are all those not sanctioned by the PRCA, and most rodeos held in the country each year fall into the amateur or so-called open rodeo category.

The PRCA sanctions about 650 rodeos each year, and in granting approval the Association guarantees to its members and to its fans and spectators that those rodeos meet strict standards for arena facilities, grandstand seating capacity, insurance, proved financial responsibility, adequate numbers of and professional quality livestock.

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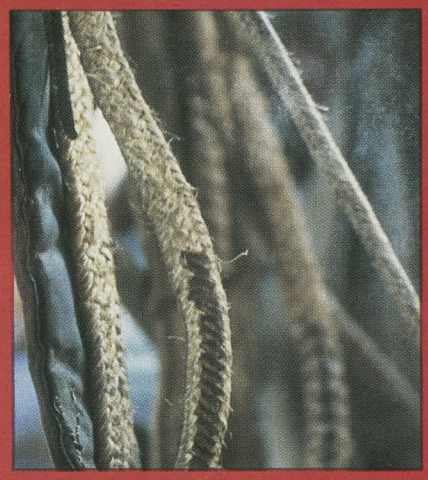
COWBOY TACK

BULL ROPE. The PRCA rulebook requires its bull riders to ride with a loose rope, which means it's held around the big bucking animal only with the strength of the cowboy's grip. When the cowboy leaves the animal, the rope falls to the ground, pulled off by the weight of the heavy bell attached to the rope.

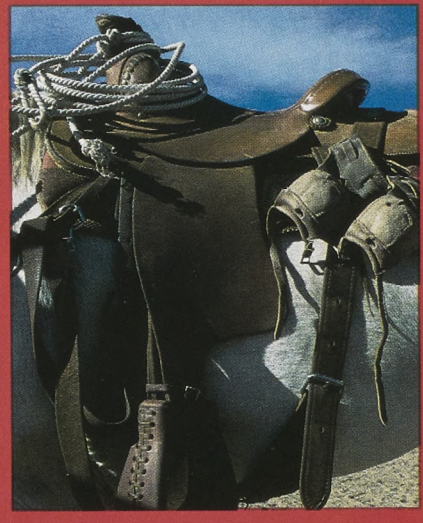
The rope is plaited (woven) by hand, with a handhold plaited into it. The rope can be made of manila hemp or poly. It is heavily coated with resin in the gripping areas, as is the bull rider's glove. When the rider prepares to ride, he runs his gloved hand up and down the rope to heat the resin on both glove and rope and make them sticky to provide a better grip.



BAREBACK RIGGING. Custom-made, individually fitted, highly specialized and expensive, the bareback bronc rider's rigging has been referred to as "somewhat like a suitcase handle." That description is used so spectators can relate to it, but nobody's ever tried to make it work the other way—by strapping a suitcase on a bucking horse!

Each bareback rider must buy his own rigging, and to use it must also equip it with a cinch and two latigoes—the leather straps on each side that hold the rigging to the cinch.

The rigging body is semi-flexible so it will fit horses of many sizes, but the handhold is several thicknesses of rawhide glued together to form a bar as hard as iron. It's the handhold which is custom-fitted to each rider. Its length, width, thickness, slant or angle, and the space between the handhold and body are all fashioned to suit the cowboy's taste.



TIMED-EVENT SADDLE. A saddle that a cowboy can get out of fast is the key to this piece of personal equipment. A low, rolled cantle—the rearmost part the cowboy sits on—is the element that makes it possible for him to make a smooth dismount.

COWBOY TACK

BRONC SADDLE. Another item of individually fitted and personally owned equipment, bronc saddles must nonetheless meet definite specifications required by the PRCA, and are therefore often called "association saddles."

Each bronc rider has his own style, so it's imperative that he use a saddle suited to that style while also meeting the requirements, and a bronc rider will spend a lot of time and money getting the right one.

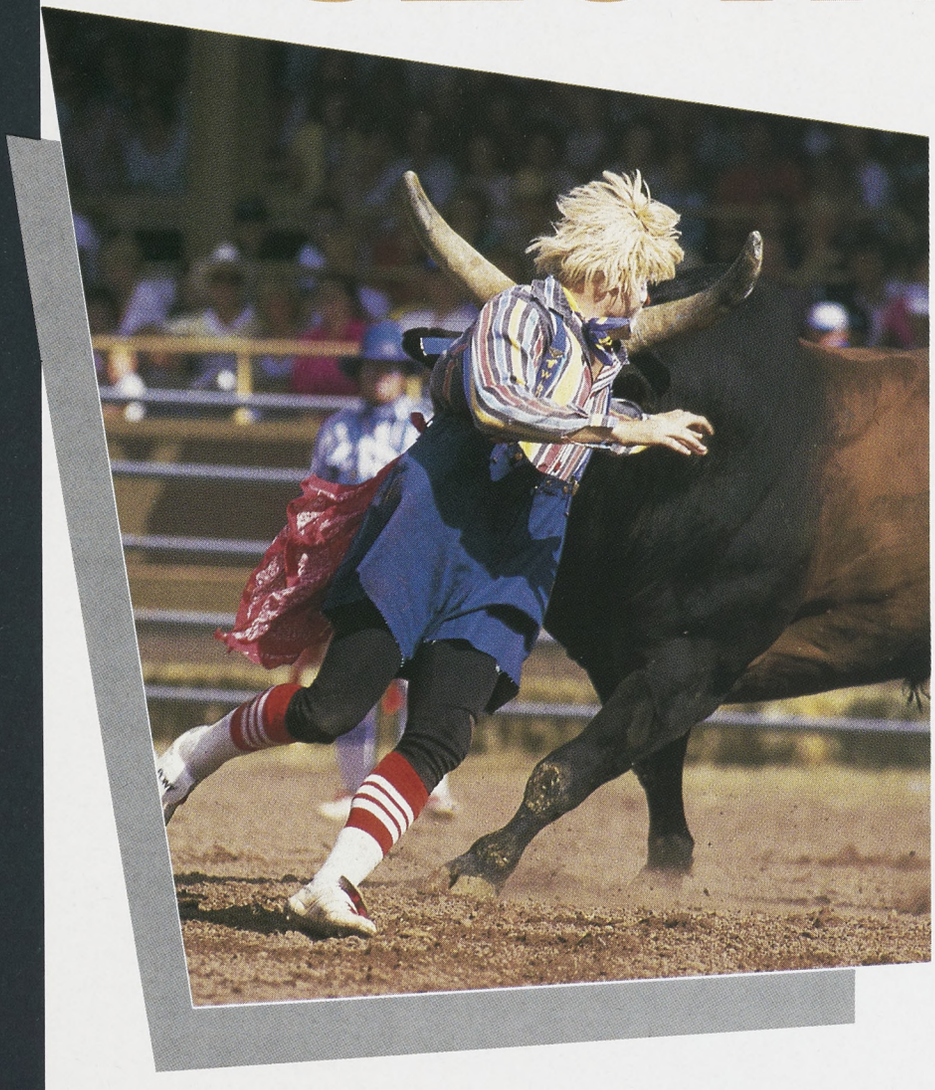
There are several significant differences between timed-event and bronc saddles, the most obvious being lack of a horn on the bucking horse saddle. But the length of seat, height and shape of cantle, the swells—side extensions up front—also vary.

The greatest difference is in the stirrups and stirrup leathers. Bronc saddle stirrups are narrow and have an "oxbow" shape (curved rather than flat on the bottom). The stirrup leathers are set well forward and swing freely so the rider can get his feet up to the bronc's shoulders.

CHAPS. "Shaps" is the proper pronounciation. Also called leggings, the leather leg coverings play a vital role. Though colorful and highly individualized, they're not decorations. Chaps provide much protection for the unlucky cowboy who gets bucked off, mashed in a chute or ironed out against a fence.

SPURS. Rodeo spurs are required to have dull rowels that cannot hurt an animal. But they're not decorations! They are worn on the heels of the cowboys' boots and, on the bucking animals, are used to grab with and help maintain the balance of the riders. Though similar, spur styles vary from event to event and to suit the rider.

RODEO CLOWNS BULLFIGHTERS



That a rodeo bullfighter clown has courage is a foregone conclusion. Men without it never get into an arena.

As a general rule, rodeo animals have little use for humans. And of them all, rodeo bucking bulls have the least like for those two-legged creatures who insist upon getting astraddle them. Bulls are way yonder the most likely to hit a man afoot if they can get to him.

Not all bulls will "hunt" for a man, but those that do must be dissuaded when the hunt is for the rider laid out on the ground—sometimes knocked cold as a wedge in the buckoff.

And that's where the men with painted faces and baggy pants get into the act.

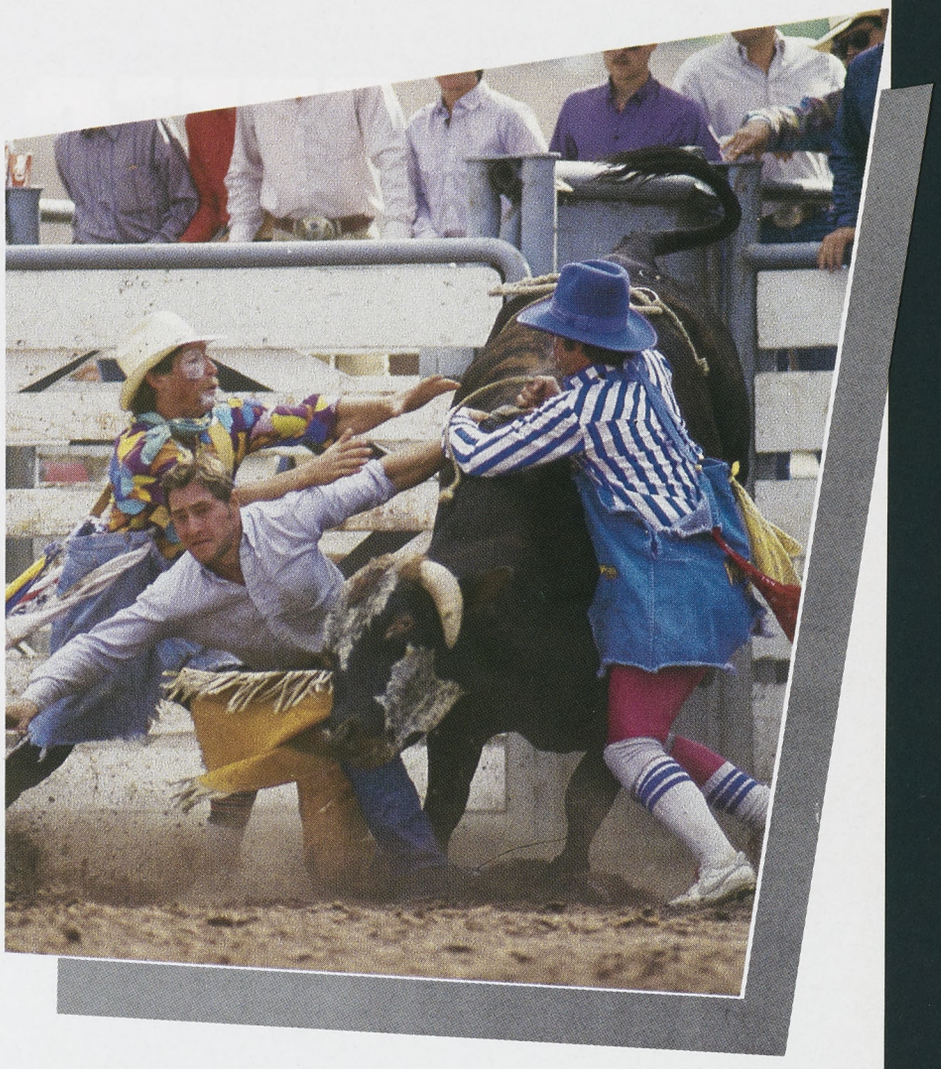
Being a rodeo bullfighter clown is not a thankless job, but it's dangerous and it requires a knowledge of bulls that approaches the profound. No pilot of an airplane suddenly in distress has to think faster and act upon his decisions quicker than a rodeo clown faced with a ton of malice bearing down upon a prostrate bull rider.

The man with the funny clothes has to get between that cowboy and that bull and do it *now!* So he must be able to "read" a bull and exactly anticipate the next move, and that's asking a lot when dealing with an animal so unpredictable that it does not itself know its own next move.

Most bulls inclined to hit a man will just as soon hit a horse, so an arena pickup man can't do a downed cowboy much good. Only the clown is there to keep the bull from hooking, butting, going over the top of a cowboy. "Freight-training" is the term most often used. It's rodeo parlance for a bull running over a man and leaving him for dead.

Rodeo bullfighting bears little resemblence to that practiced in Spain and Latin America, where the animals are fought but once before being killed. Rodeo bulls have as many opportunities as they're bucked in a year. They don't lower their heads and lose sight of the quarry. They are quick as cats and for short distances can outrun a horse.

Another rodeo clown speciality is that of "barrelman." And being inside the barrel when a ton of bull hits it, isn't a bit more dangerous than going over Niagara Falls. And that's what it must sometimes seem like when the bullfighter or bull rider uses it for a haven—when getting the barrel between themselves and that ton of massive snorting anger.



RODEO BULLFIGHTERS CLOWNS

LOCAL COMMITTEES

All across the country, rodeo towns are justly known for the good they do. Once the contestants' prize money has been paid, and all the rodeo's expenses covered, the profits most often go right back into the community. That money stays at home.

But rodeos don't just happen.

Even the most humble rodeo is a major effort. To be successful, a rodeo requires exactly the same expertise demanded by all business ventures. More than any other single element, producing a rodeo requires hard work and lots of it.

The Professional Rodeo Cowboys Association sanctions about 650 rodeos each year. In the United States and Canada in any given year, there is a PRCA-approved rodeo underway almost every day.

Some of the PRCA's major rodeos have full-time hired staffs, but few others can afford such help. Members of the commitee must do the work themselves. They must bring to the venture their own personal and professional skills, techniques and experience—and the stamina to stay with the work until it's done, and done right.

Often, it's a thankless job. Committeemen and women must be prepared to work with little hope of recognition or reward. There's an old saying, "If you want to be a hero and get your name in the paper, join the fire department!"

But there is a reward, and it lies at the center of the motive for "putting on a rodeo" in the first place.

Rodeo profits buy eyeglasses for needy children and adults, build parks and playgrounds, provide summer camps for inner-city kids, buy equipment for volunteer fire departments and paramedic services, and many a United Way campaign has been able to continue its wonderful charity work with money provided by a hometown professional rodeo.

There could be no rodeo without rodeo cowboys, but there would be no sport of professional rodeo without the local sponsoring committees.

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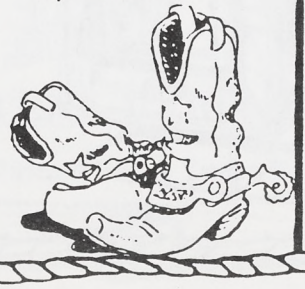

Ride with Bailey

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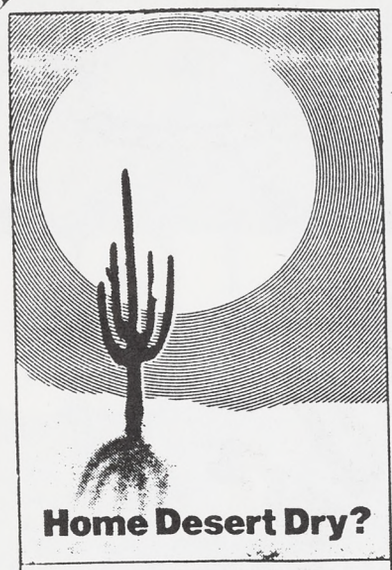

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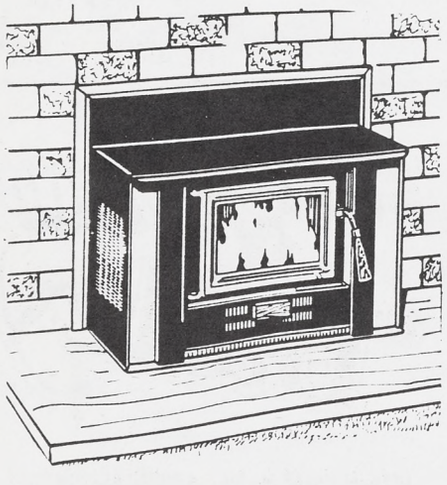

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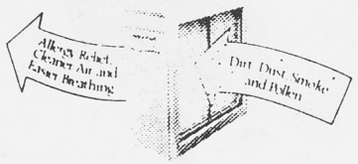

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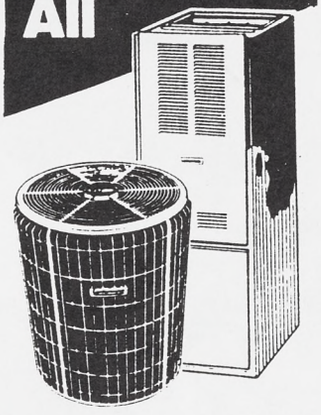

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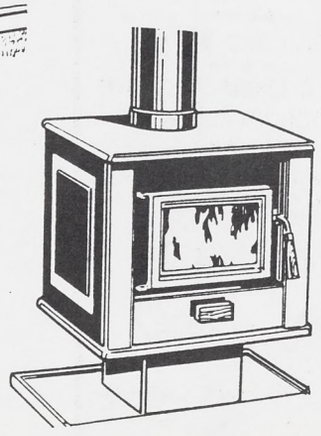

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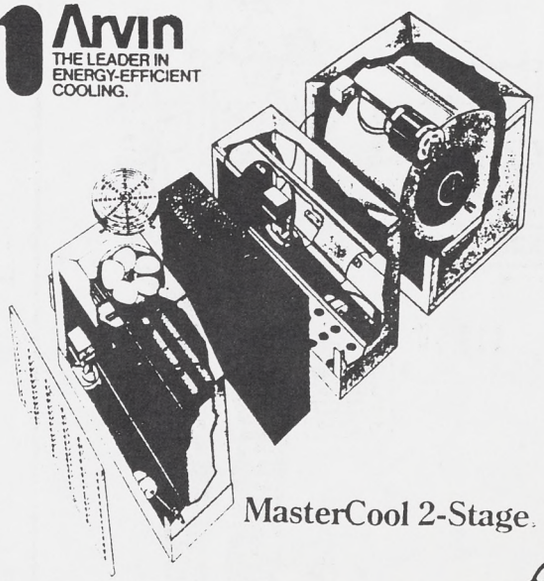

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ACT..... CLOWN JAY LUDLOW

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SANDY CHRISTENSEN
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MANDO RODRIQUEZ	78	PREACHER
JUSTIN MITCHELL	2X2	HEBREW
KEN RIGLER	R10	LITTLE DUDE
MICHAEL INFANZA	M10	SILVER MOON
DAVID TEEGARDEN	1	BLACK ONE
MICHAEL CASEY ANDERSON	74	LIZZARD
PATRICK BALL	R5	ALIGATOR SKOAL
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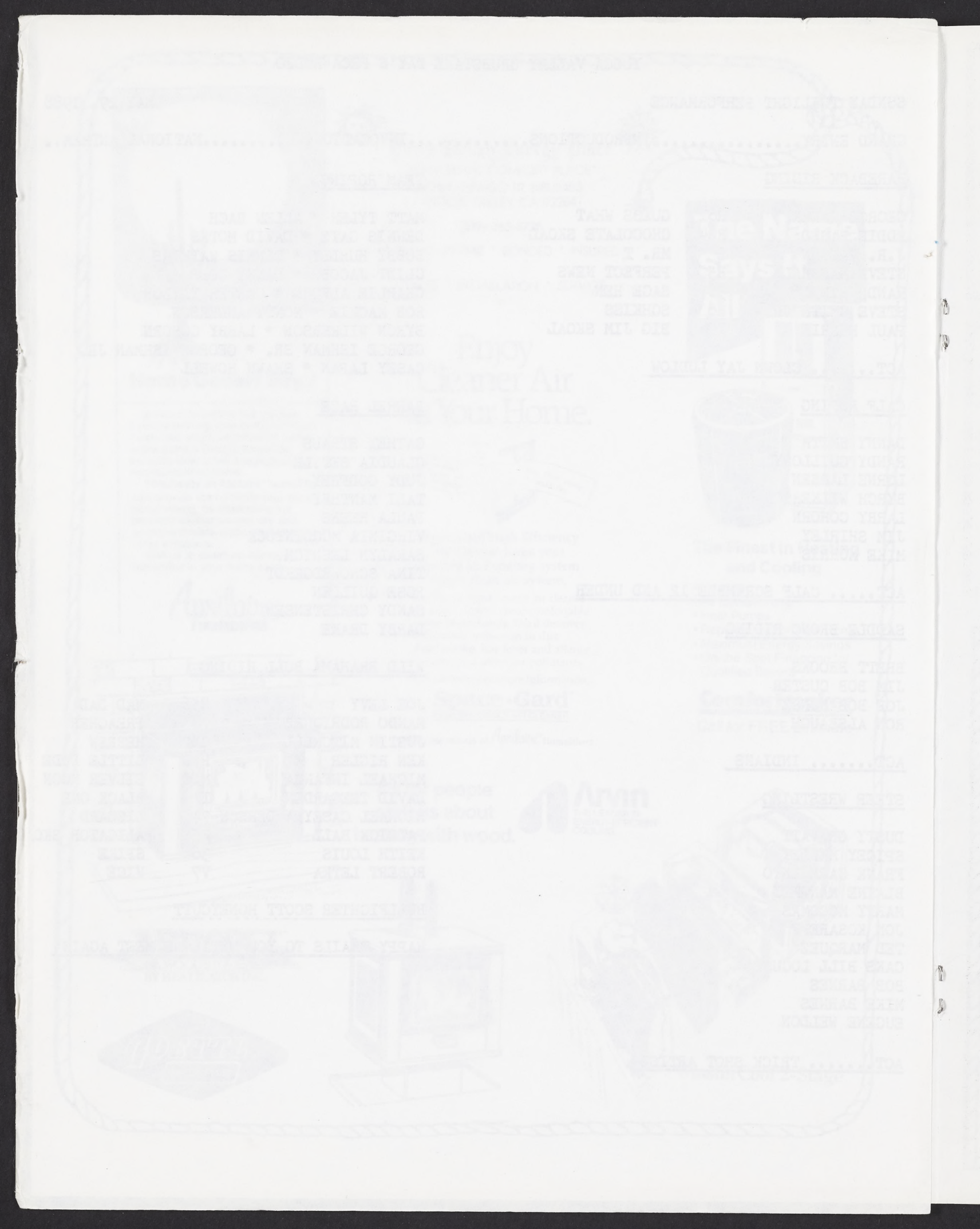

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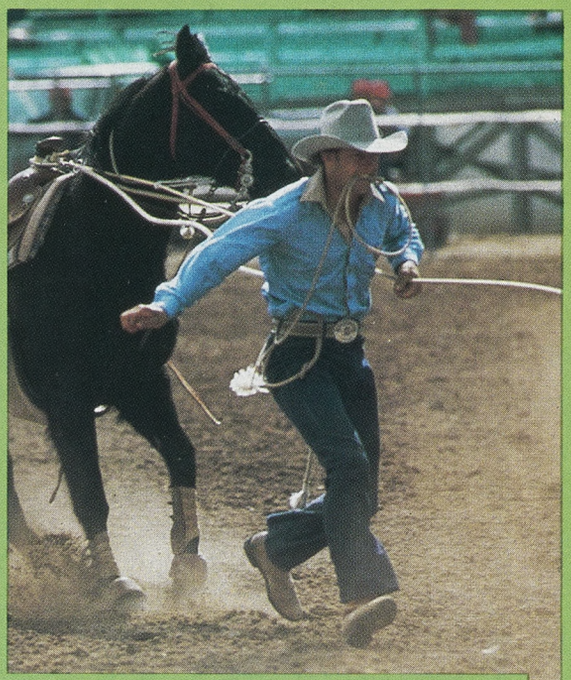
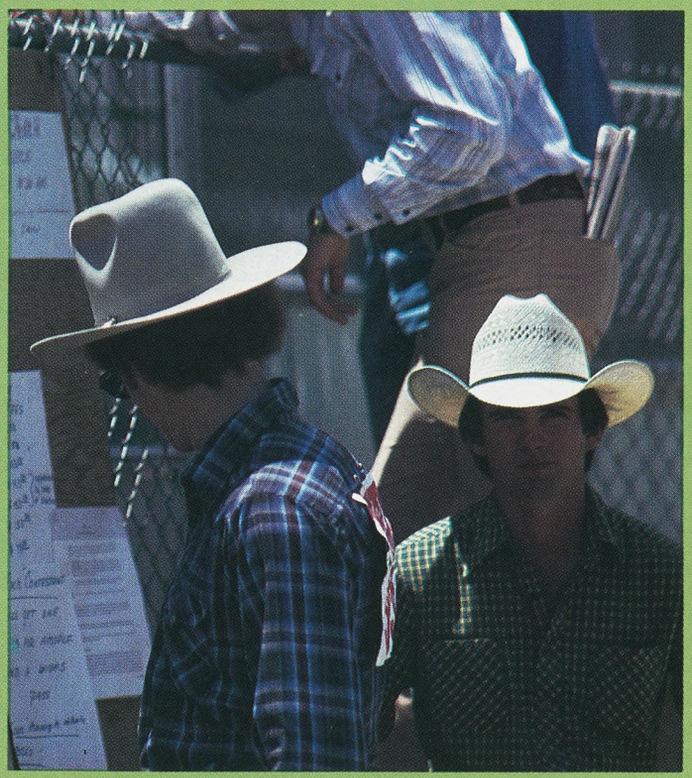
COWBOY

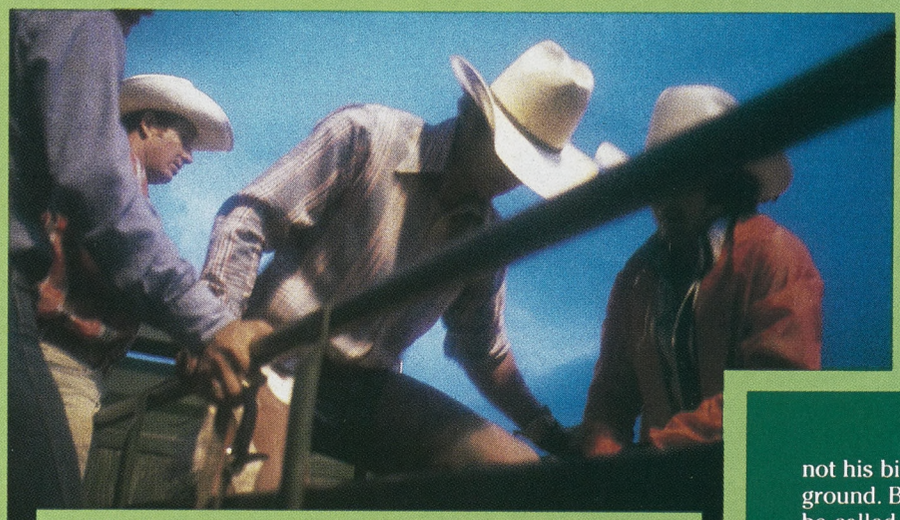


The Cowboy, the universal symbol by which the United States is known, began life as a hired man on horseback, and through his courage, his determination, his steadfastness and his humor grew into an authentic legend.

Today, those qualities of tradition and heritage are most visibly exemplified by the professional rodeo cowboy. For he competes in the only sport that grew directly out of his forebearers' daily toil. Other sports were created as diversions. Baseball diamonds, football gridirons, golf courses and tennis courts are built on land the cowboy settled. Only the rodeo athlete can trace his expertise back to the cattlemen and cowboys who tamed a land with their professional skills.

But today's rodeo cowboy may not come from a farm or ranch or small town in the western ranges of the United States and Canada, as once was the norm. Today's rodeo cowboy is "typical" only in his conduct and his profession,



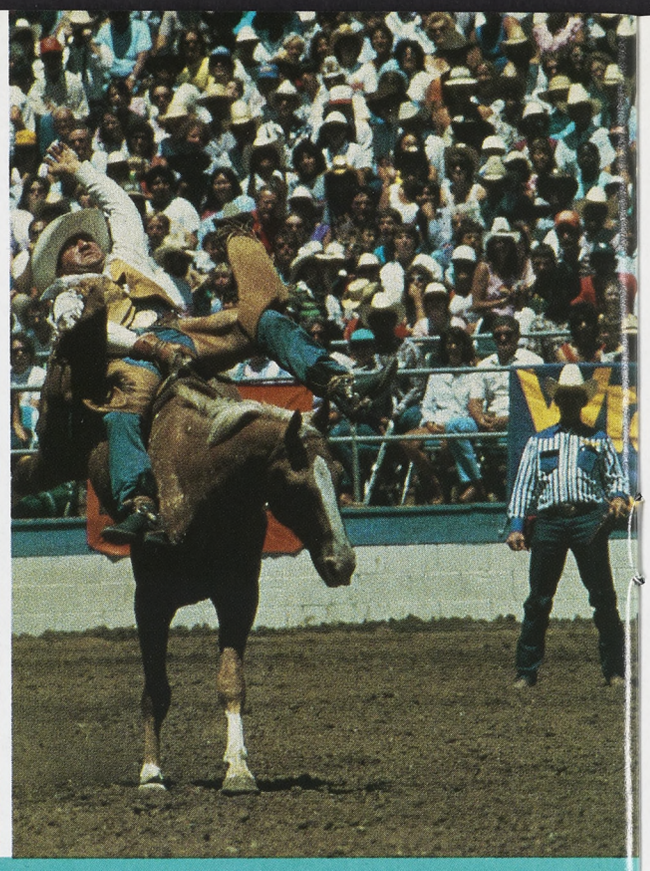


not his birthplace nor his ethnic background. Because of what can legitimately be called professional rodeo's minor leagues—Little Britches, junior, high school, college and amateur rodeo competition—it's not uncommon for a contestant to have already competed in 500 or more rodeos before he ever enters his first PRCA contest as a permit holder, the PRCA's definition of an apprentice seeking professional ranking.

A great many of today's pros attended a rodeo school conducted by professionals during their rise through the various levels of competition.

Never have ambitious and talented youngsters had so much opportunity to develop their skills before facing the challenge as a pro. On the other hand, it's also true that never has the competition been of such high caliber. That youngster nobody ever heard of in January very well could be the same young man who steps forward to claim his first world championship gold buckle next December.

COWBOY



Professional rodeo is a "collision" sport. Ask any cowboy. And the action moves fast as chain-lightning—a top saddle bronc rider spurs a horse from up front in the shoulders all the way aft to the cantle of his saddle 12-14 times in just eight seconds, while the horse covers a lot of ground in the arena.

Millions of dollars and world championships ride on judges' decisions, and those decisions must be made instantly, without benefit of instant-replay to look at the iffy ones.

Those decisions cannot be placed in the hands and minds of anyone but men qualified to make them. Their's is an awesome responsibility.

They must be men of character with judgement, experience, knowledge and absolute integrity.

Those historical objectives were known and stated clearly six years ago when the PRCA established the Prorodeo Officials System.

And the PRCA had an equally clear knowledge of how the system would achieve its goals:

"Through continuous repetition, the officials are made aware of rules and rule interpretations, and in that way become more consistent in their judgment decisions."

The system's organization is grassroots, without frills. A team of fulltime judges and a supervisor are employed by the PRCA to officiate at more than 100 of the Association's largest rodeos. Reserve and other officials—paid by the PRCA on a per-competition basis—officiate the other rodeos.

The supervisor of officials selects reserve officials from applicants who have expressed the ambition to move up to the status of fulltime professional officials.

All officials must meet strict requirements. To be considered, an applicant must have a background of at least five years' experience as a contesting member of the Association, and must have substantial judging experience.

Selection and hiring of officials is done by and through the PRCA, as is scheduling of which rodeos are worked by which of the officials. All payments by local committees and stock contractors for judging are made to the PRCA, and used for the entire system—along with funds provided by a national sponsor—and the PRCA disburses the funds.

This central system relieves the committees and stock contractors of locating and hiring qualified judges, and is of obvious great value to the contestants, who benefit from the consistency of judging at all PRCA rodeos.

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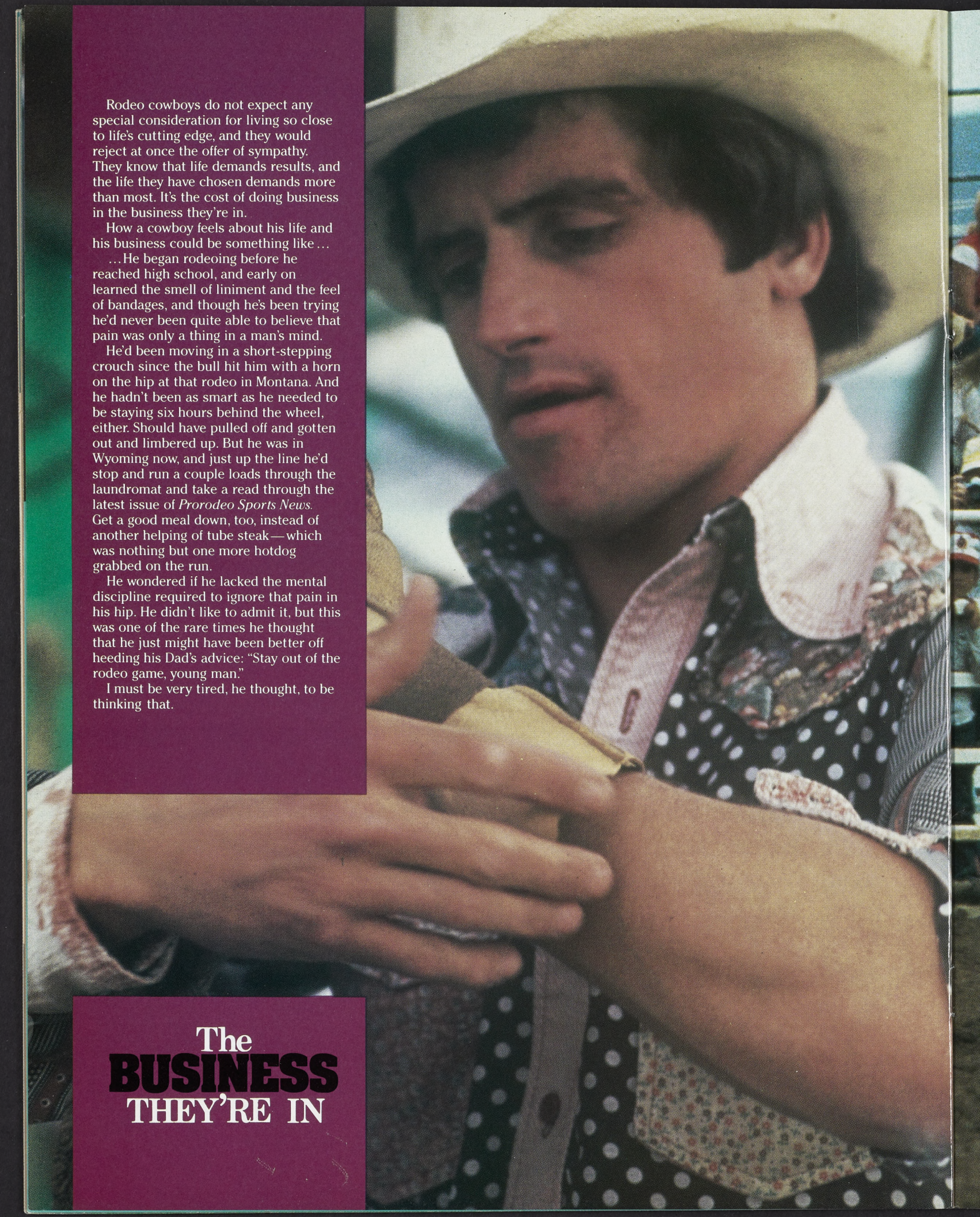


The BUSINESS THEY'RE IN

Rodeo cowboys do not expect any special consideration for living so close to life's cutting edge, and they would reject at once the offer of sympathy. They know that life demands results, and the life they have chosen demands more than most. It's the cost of doing business in the business they're in.

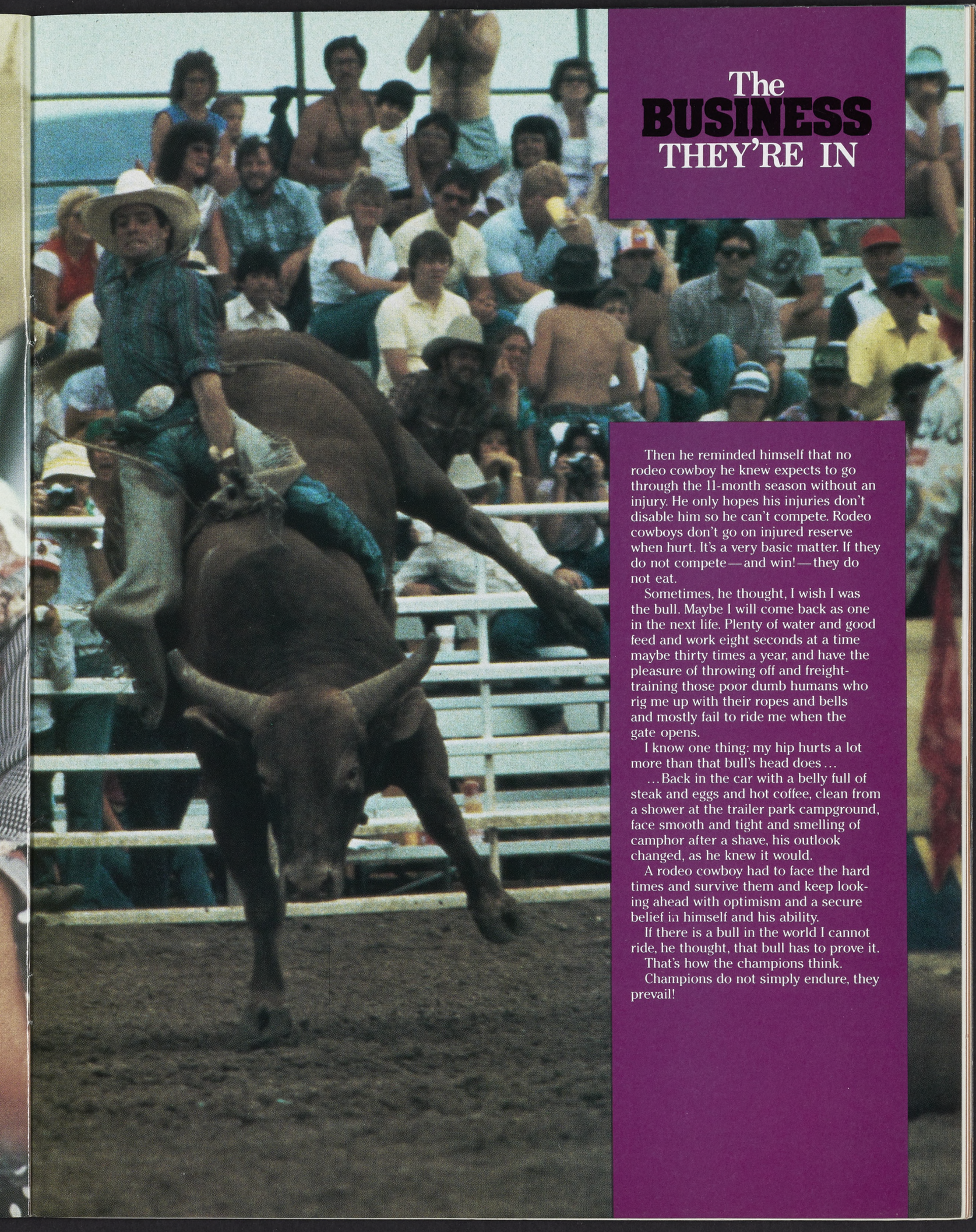
How a cowboy feels about his life and his business could be something like…

…He began rodeoing before he reached high school, and early on learned the smell of liniment and the feel of bandages, and though he's been trying he'd never been quite able to believe that pain was only a thing in a man's mind.

He'd been moving in a short-stepping crouch since the bull hit him with a horn on the hip at that rodeo in Montana. And he hadn't been as smart as he needed to be staying six hours behind the wheel, either. Should have pulled off and gotten out and limbered up. But he was in Wyoming now, and just up the line he'd stop and run a couple loads through the laundromat and take a read through the latest issue of *Prorodeo Sports News*. Get a good meal down, too, instead of another helping of tube steak—which was nothing but one more hotdog grabbed on the run.

He wondered if he lacked the mental discipline required to ignore that pain in his hip. He didn't like to admit it, but this was one of the rare times he thought that he just might have been better off heeding his Dad's advice: "Stay out of the rodeo game, young man."

I must be very tired, he thought, to be thinking that.



The BUSINESS THEY'RE IN

Then he reminded himself that no rodeo cowboy he knew expects to go through the 11-month season without an injury. He only hopes his injuries don't disable him so he can't compete. Rodeo cowboys don't go on injured reserve when hurt. It's a very basic matter. If they do not compete—and win!—they do not eat.

Sometimes, he thought, I wish I was the bull. Maybe I will come back as one in the next life. Plenty of water and good feed and work eight seconds at a time maybe thirty times a year, and have the pleasure of throwing off and freight-training those poor dumb humans who rig me up with their ropes and bells and mostly fail to ride me when the gate opens.

I know one thing: my hip hurts a lot more than that bull's head does...

...Back in the car with a belly full of steak and eggs and hot coffee, clean from a shower at the trailer park campground, face smooth and tight and smelling of camphor after a shave, his outlook changed, as he knew it would.

A rodeo cowboy had to face the hard times and survive them and keep looking ahead with optimism and a secure belief in himself and his ability.

If there is a bull in the world I cannot ride, he thought, that bull has to prove it.

That's how the champions think.

Champions do not simply endure, they prevail!

MILESTONES

For a long time, the PRCA has but one memorable milestone in its history: when the Cowboys Turtle Association (whose early members left Boston Garden on foot and horseback in a dispute over prize money) was founded at Boston in 1936, giving the contesting rodeo cowboys the right to control their own destinies by getting entry fees added to the purse for prize money, fair and impartial judging, and honest advertising of rodeo events as athletic competitions.

In more recent years there have been more milestones, and the one that has perhaps given the PRCA more recognition than any other was the establishment in 1959 of a season-ending major contest to decide world championships. That's a pretty good description of the National Finals Rodeo, though it did not work so well at first in deciding who won the gold. Still, it went a long way toward achieving the desired recognition, including a meeting of NFR representatives with President Dwight D. Eisenhower. Now the NFR has become a super-rodeo offering almost $2-million in prize money at which a cowboy can win more than $100,000 in a single event.

During the 1960s professional rodeo grew at a slow pace, with purses inching up year to year and the number of PRCA-approved contests holding fairly steady at about 540.

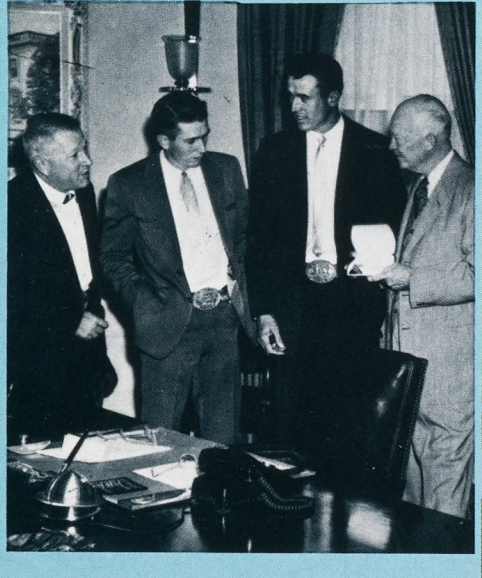
In 1971 that changed, chiefly because the Association got its first commercial sponsor: R.J. Reynolds' Winston brand cigarettes. Winston's successful sponsorship aided in drawing additional commercial sponsors to PRCA rodeo, and in the years 1977-1985 those sponsors put some $50-million into the sport.

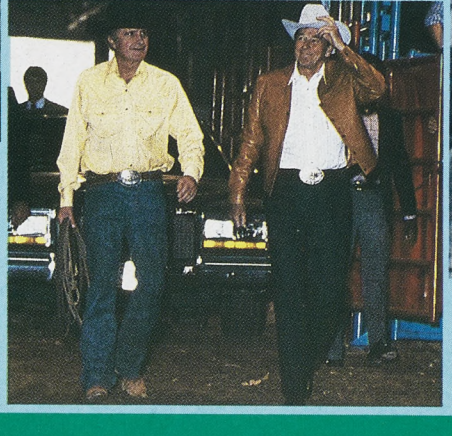
In 1945, the Turtles changed its name to the Rodeo Cowboys Association, and in 1975 to Professional Rodeo Cowboys Association.

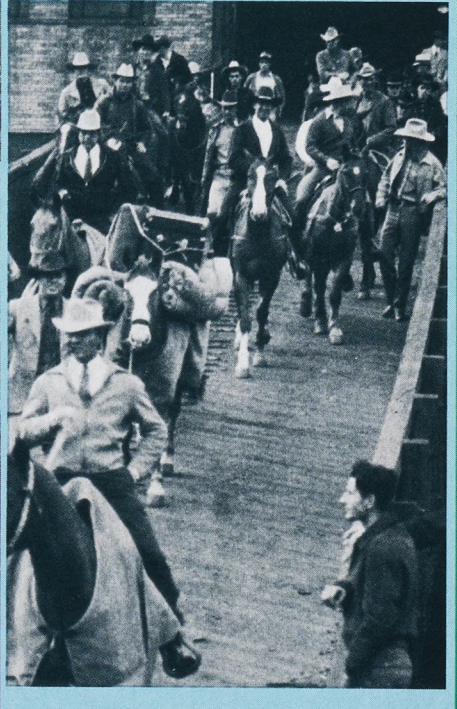
In August, 1979, the Association formally dedicated and opened for business its new multi-million dollar national headquarters and the Prorodeo Hall of Champions in Colorado Springs.

In 1983 the PRCA received a singular honor when President Ronald Reagan walked into the arena of the Capital Centre near Washington, DC to initiate competition for the PRCA's Presidential Rodeo, "A Salute to America's Government." The late Malcolm Baldrige, Secretary of State and PRCA team roper, served as Official Host of the rodeo, at which President Reagan declared he was "royally entertained," and which he called "truly a national sport."

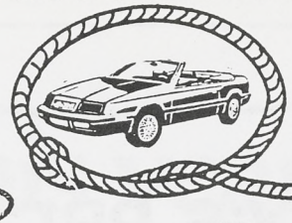
In 1986, the "Turtles" first secretary, former calf roper-steer wrestler Hugh Bennett—now in his eighties, was a participant as the PRCA observed the 50th anniversary of professional rodeo.







VALUE ROUND UP



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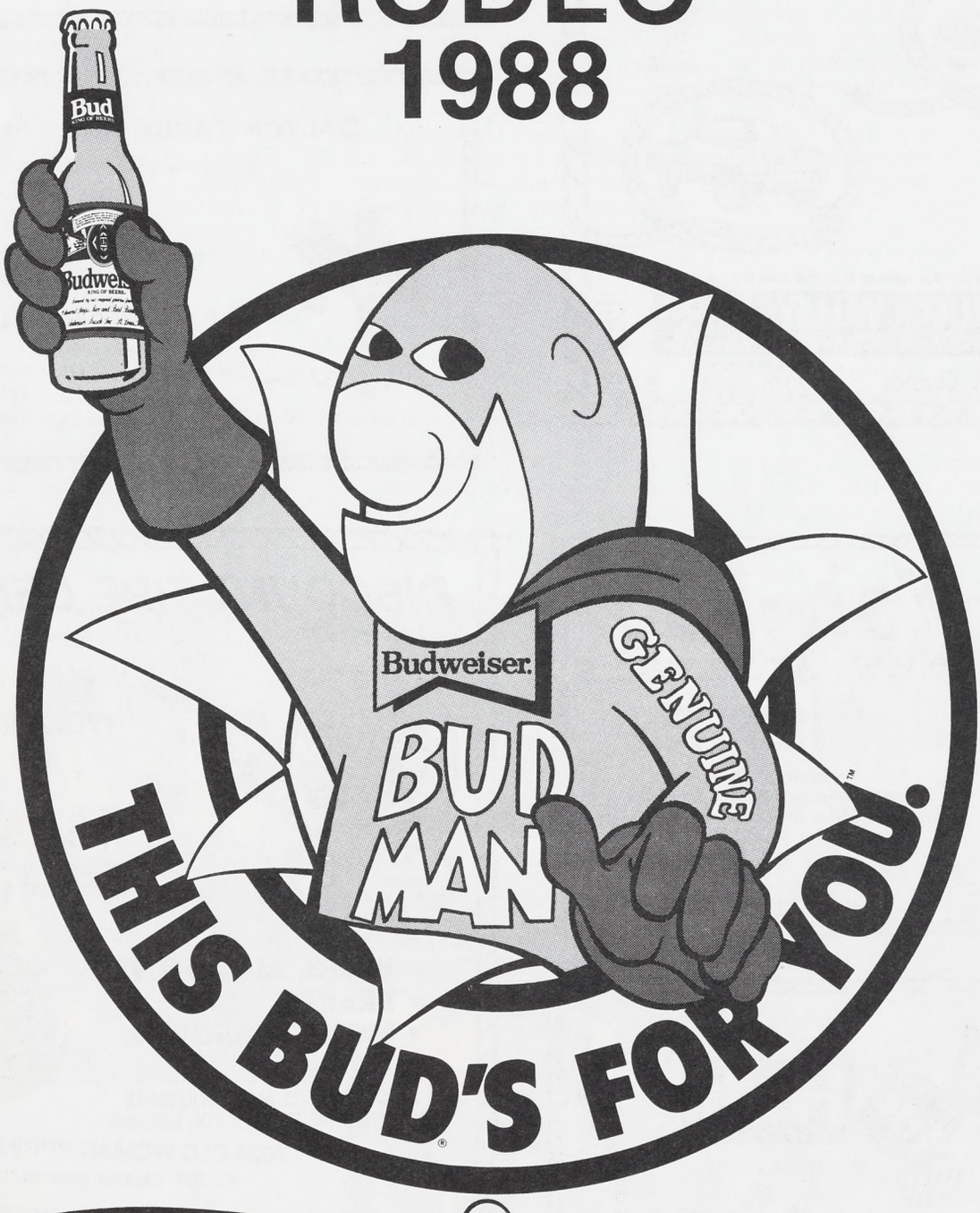

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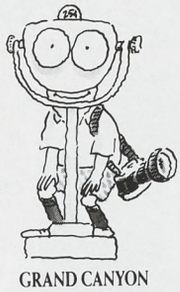
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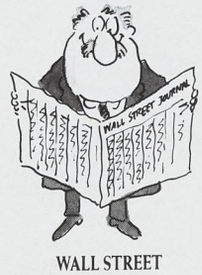
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1987

NATIONAL FINALS RODEO

Each year only the most highly-skilled contestants—the top 15 in each of six PRCA events and the top 15 barrel racers from the Women's Professional Rodeo Association—make it to that toughest of all rodeos: the National Finals.

Last year, almost $2 million in prize money was awarded when world champions were crowned in December at the end of a successful but demanding nine-day, 10 go-round schedule in Las Vegas. So intense was the competition that some world titles were not determined until the final moment.

But despite the success, it was not always so. The National Finals Rodeo is a tribute to farsighted men who in the early days were able to convince the general rodeo-organization membership a Finals would be a showcase for the sport and benefit the game.

Twenty-nine years ago, when the Finals began in 1959, the idea of a final contest restricted to only the top winners was still highly controversial among rodeo's contestants and stock contractors. Many thought the idea violated the Association's (it was then known as the Rodeo Cowboys Association) basic principles of a fair chance to compete for every member.

But in the end the proponents of a year-end finals won out, and by 1958, plans for the "world series" of rodeo were off the drawing board. A National

NATIONAL FINALS RODEO

The Ultimate Challenge

The Challenge: The best 120 professional rodeo cowboys and cowgirls against the sport's best livestock in the Professional Rodeo Cowboys Association's premiere contest.

The Goal: World championships in seven events and $2 million prize money.

The Setting: Thomas & Mack Center in fabulous Las Vegas.

The Time: December 2-10, 1988.

The Event: 30th annual National Finals Rodeo.

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1987 NATIONAL FINALS RODEO

Finals Rodeo Commission, consisting of stock contractors and contestants, was elected and a producer, who was a former newspaper publisher and promoter, was also put to work.

Within months a site was selected. Dallas, Texas won out over proposals from some 48 other cities in 29 states, and it was agreed that the first National Finals Rodeo would take place during Christmas week of 1959. Prize money would total some $57,500, at the time the biggest five-day rodeo purse in history.

Then came the problem of selecting bucking stock from the Association's stock contractors, each an individual in his own right, even after they agreed to provide their best bucking animals for this untried venture. The problem of insurance for the animals, transportation from as far away as Canada and proper care and feeding (which is a prime concern to each stock contractor) were some of the hurdles facing the commission during most of 1959.

There was even late concern to whether some of the qualified cowboys would reach Dallas in time for the event. But by the time the first chute opened December 26, it had all come together, and for the next five days and nights, spectators and contestants alike were treated to some of the wildest competition the sport had ever seen. With 10 go-rounds in five days, the rough stock cowboys were "walking wounded" by the time it was over. But the acceptance by all concerned assured the Finals' continuance.

After three years in Dallas, the NFR was moved to Los Angeles for another three years, even though Dallas officials offered a 10-year contract. At Los Angeles, in a state where rodeos are held in more cities than in any other state, the Finals, strangely enough, was not accepted as well as had been expected.

At least the cowboys stayed a little healthier—after 1959 the NFR had been extended and the idea of two performances every day abandoned.

From 1965 through 1984, Oklahoma City, Oklahoma was host city during a period of substantial growth for the NFR. Since 1985, the Finals has taken place in Las Vegas, where all-time high prize money has not only got the attention of the news media, fans and spectators; it is a primary concern to the contestants as well.

Determining who the NFR contestants are is easy; their winnings decide that. Only the most skillful make it. But a special stock selection committee is still necessary to guarantee that only the best bulls and horses are on hand for the contests. This is done by selecting from those animals that the individual stock contractors nominate. Out of some 8,000 head of PRCA-approved stock across the United States and Canada, 300 head of horses and bulls are chosen. For timed events, calves and steers are selected in uniform lots and placed in feedlots approximately 60 days before the NFR begins.

Stronger than ever after 29 years, the PRCA's National Finals Rodeo is indeed, as those early stalwarts predicted, a showcase for the sport and a benefit to the game.

National Finals Rodeo Re-cap

Lewis Feild of Elk Ridge, Utah, won his third consecutive world all-around title December 12 at the $2 million National Finals Rodeo in Las Vegas, Nevada, finishing the 10th round at sold-out Thomas and Mack Center with a record-setting $75,218 week.

Feild lost his bid to win his third straight bareback title, but won the world all-around crown with $144,334.77. He captured the title by climbing from 15th to second place in the world saddle bronc standings during the nine-day NFR. He finished fourth in the bareback standings.

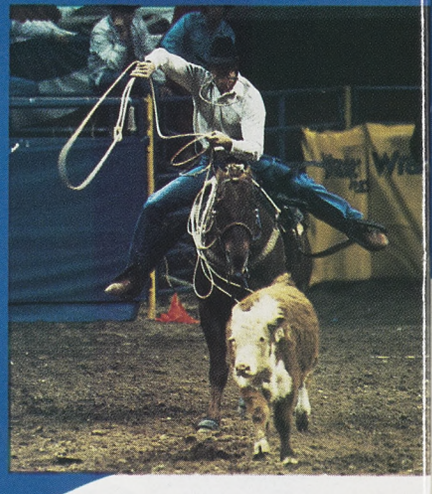
The final three performances were sold out in the 17,000-seat arena.

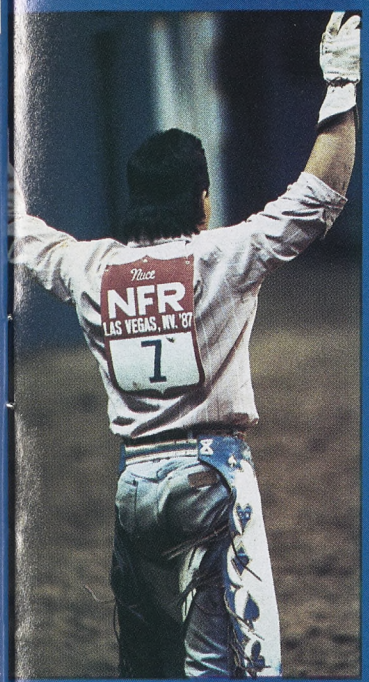
Popular bull rider Lane Frost of Quanah, Texas, won his first world title by slightly more than $4,000 over rival and friend Ted Nuce of Manteca, California. Nuce held a slight lead heading in the final round, but was bucked off. Tuff Hedeman, the 1986 champion, won the average competition.

Steve Duhon of Opelousas, Louisiana, claimed top honors in the steer wrestling average competition with a cumulative time of 48.1 seconds on 10 steers. Duhon closed the season with $85,450, about $10,000 ahead of runner-up Lance Robinson of Farmington, Utah. Wade Berry of Miles City, Montana, and Robinson split top money in the 10th round with times of 4.0 seconds.

Veteran bareback champion Bruce Ford of Kersey, Colorado, tied Joe Alexander's record by winning his fifth world title when he finished with a round-winning 84-point ride aboard high-kicking Black Widow of the Russell string. Ford finished the season with $102,007. He set an NFR bareback record by claiming more than $53,000 to win the average competition.

Clint Johnson of Spearfish, South Dakota, the 1980 world saddle bronc champion, won his second title when he finished the season with $86,570. Despite a few tough draws at the Finals, Johnson finished third in the NFR average competition and left Las Vegas with $32,871. Second in the world





standings was Feild. Butch Knowles of Hermiston, Oregon, won the average competition.

Twenty-two-year-old Joe Beaver of Victoria, Texas, also took his second title when he finished the week-long rodeo with wins in the 10th round and the average competition. Beaver finished the season with $108,585 — more than $30,000 ahead of second-place finisher D.R. Daniel of Okeechobee, Florida. Beaver collected nearly $52,000 at the NFR, breaking the earnings record he set in 1985.

The team roping title was locked up the night prior to the 10th performance by third-year champs Jake Barnes of Bloomfield, New Mexico, and Clay O'Brien Cooper of Gilbert, Arizona. Both earned $84,148. Tee Woolman and Bobby Harris shared the NFR average title with Jake Milton and Walt Woodard.

Early in the week, 17-year-old Charmayne James of Clayton, New Mexico, claimed her fourth consecutive crown in the women's barrel racing competition. The sensational youngster has dominated the event for four years; this year she finished with $120,002.

RODEO LIVESTOCK

Rodeo stock contractors are accustomed to being approached by horse owners who have an animal they can't handle, that won't take training, that keeps "blowing up." Contractors usually give such animals a try-out, and that's often the end of it. Those ill-tempered kinds of horses usually have a buck or two in them, but they usually stop after a trip or two out of the chute. Only a small percentage of try-out horses become professional rodeo athletes, but those that do are valued greatly and given the best possible care. It's not uncommon for a genuine bronc to last for 20 years on the rodeo circuit, and on the rare occasions when one is offered for sale, the buyer had better be ready to write a five-figure check.

Rodeo animals buck because it's their nature. So far as anyone can get into an animal's mind, rodeo bucking horses and bulls as a rule seem to resent and actively dislike contact with humans.

Bucking horses are not wild horses, and most of them quite possibly never were. Most come to rodeo when they have proved unsuitable for other uses, when in training they refuse to respond to what is asked of them, whether that be as a hunter or jumper, a race horse, western pleasure, one of rodeo's timed-events or as a pack horse.

The most common misconception about rodeo bucking animals, however, concerns the flank strap. The strap does not cause the excruciating pain in the sensitive areas alleged by some organizations. Just a cursory glance at an animal's anatomy proves the case against that claim.

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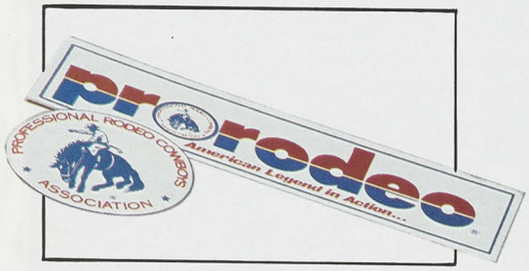
This satin jacket displays the official Pro Rodeo Cowboys Association logo. It features a comfortable knit collar with matching cuffs, waistband and cotton flannel lining with the PRCA logo printed on the back and left breast, "PRORODEO" knitted in the waistband. Colors: Red, Navy. Sizes XS, S, M, L, XL, XXL.



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You can try it yourself. Picture a human on its hands and knees, then strap a belt around that person just ahead of the hips, precisely the same location that a flank strap is placed on an animal, clearly not touching any sensitive area.

But that belt is in an annoying location, just as it is on an animal, and the animal's tendency is to rid itself of the annoyance by jumping and kicking.

The allegation that flank straps are pulled so tight they cut into the animal is again contrary to anatomy. Large animals cannot stand erect—and certainly cannot buck or run—with tight straps around their flanks. They lie down.

Some efforts have been made to breed bucking horses, and several of them have been successful, notably on rodeo stock ranches in Montana, California and South Dakota. There are several bucking stock auctions held each year, with contractors bidding on the animals after they've been bucked.

Good bucking bulls aren't as hard to find as bucking horses. And as do the broncs, the bulls come in all sizes and shapes and temperaments, the best of them usually cross-breeds, frequently with at least a trace of Brahma for a touch of hot blood. Bucking bulls usually weigh about 1400 pounds, but some tip the scales at a full ton—or more.

Rodeo cattle—the roping calves and steer-wrestling and roping steers—are rotated frequently and replaced every few months, for they grow too large for competition use. The contractors must maintain a uniform size in these groups of cattle, to give each cowboy an equal chance in his timed-event.

RODEO LIVESTOCK

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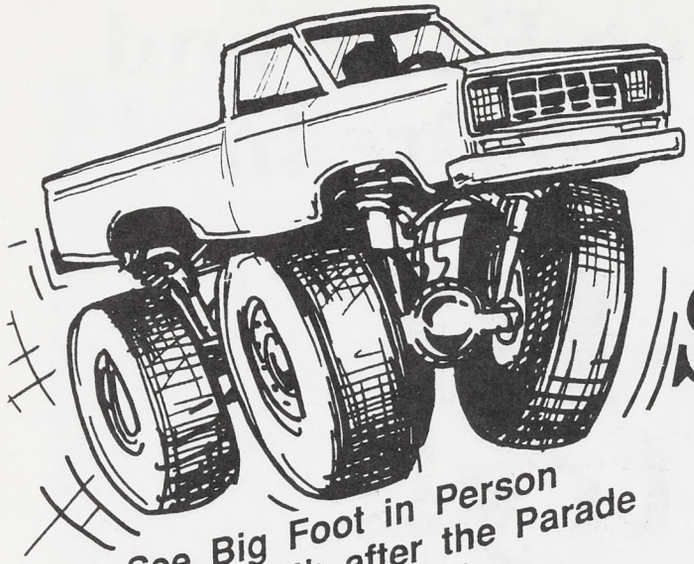

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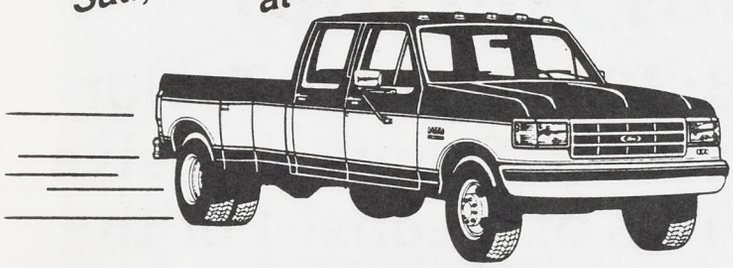

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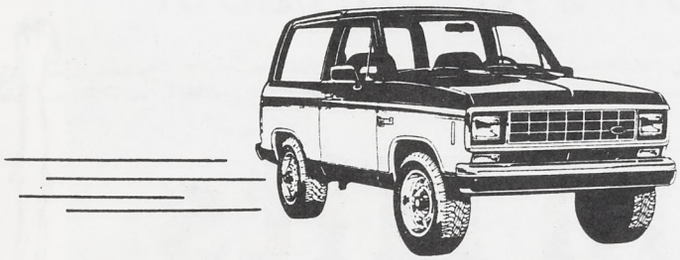

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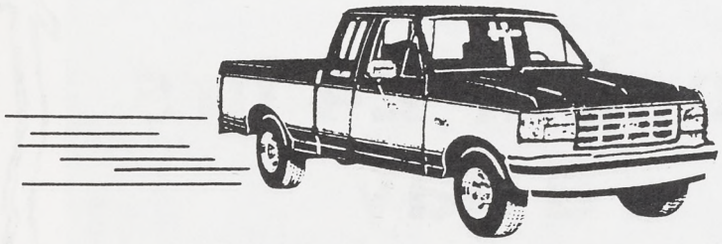

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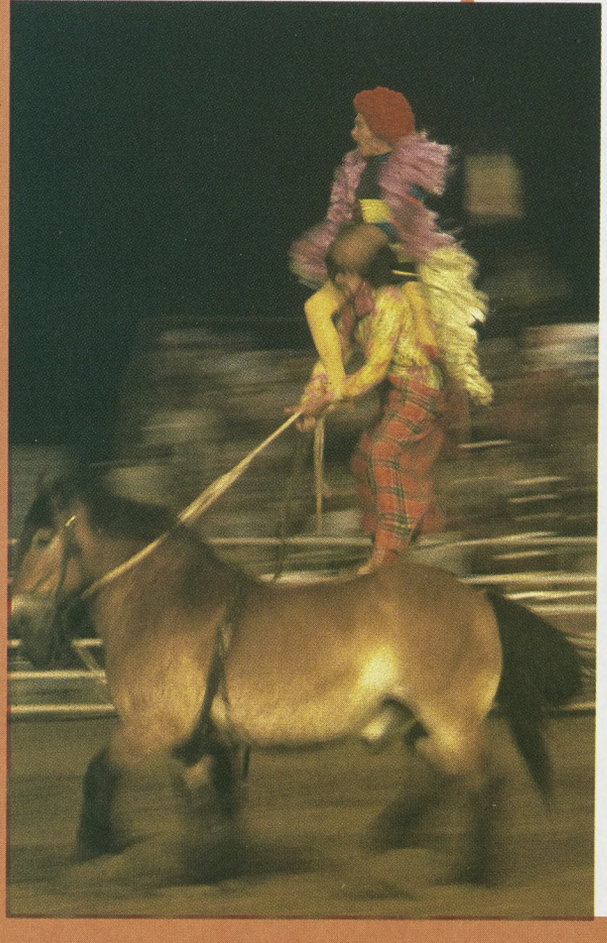
IN BETWEEN

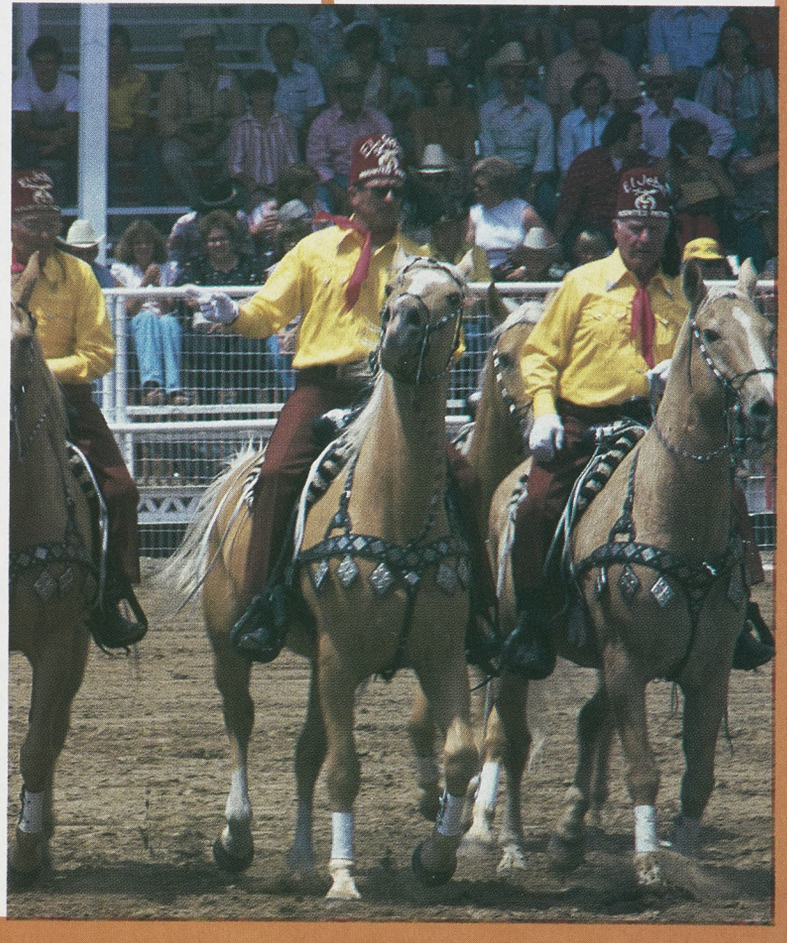
Trick and fancy ropers and riders in colorful costumes and riding beautiful horses; the comic antics of the clowns, who often bring their comedy right up into the stands; trained animals to perform astonishing feats ...

Unlike most other major professional sports, pro rodeo doesn't divide its competition into quarters or halves and, therefore, no designated period is established for an intermission.

But that doesn't mean there's no halftime entertainment. Marching bands may not be the fare, but entertainment even more colorful is usually provided through the antics of the rodeo clown, trick ropers and riders, trained animals and humorous or exciting acts, performed between contest events. Like other sports, these intermissions serve a functional purpose, allowing time between events to set up the arena for the next competition.

Many of these entertaining activities were once in fact a part of the rodeo contests. Early rodeo saw competition between trick ropers and "roman riders"





IN BETWEEN

the acrobats on horseback, competing to test the daring-do of one another.

With the exception of the clowns, who when not clowning are a vital part of the bull riding, the rope tricks and animal acts are now professional rodeo's equal of football's half-time entertainment and provide the spectator the excitement, laughs and spectacular color of half-time marching bands. The rodeo clown takes out time to tickle the funny bone, but his main performance is to keep a one-ton Brahma bull from charging a cowboy who's been thrown from the bull's back. Many a cowboy's been helped to safety by the greasepaint matador whose bull fighting technique assists the cowboy when his hand's caught in a bull rope.

Known to the rodeo contestants and sponsors as "contract acts," these crowd-pleasing personalities are as much a part of rodeo as the animals and cowboys.

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PRORODEO HALL OF CHAMPIONS & MUSEUM OF THE AMERICAN COWBOY

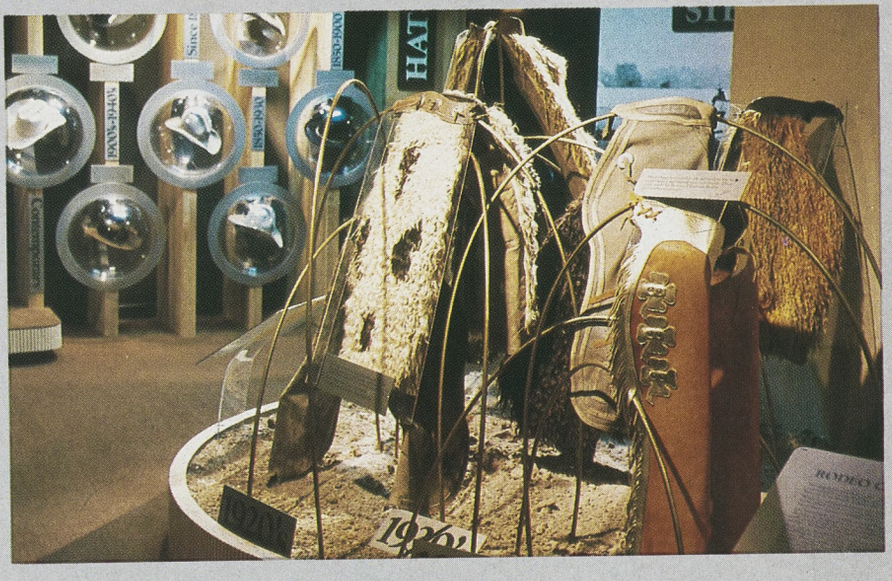
Rodeo is truly a sport born in the history of America. It is the heritage of a unique breed of man who brought civilization to the western United States. The American cowboy of the late 1880's was the kind of man necessary to meet the challenge of the early West. He was as leathery tough as the Longhorn cattle he tended. His independence and rugged individualism contained the spirit that represented American courage.

That same breed of men gave birth to the original American sport—rodeo. Trail drive cowboys gathered on western prairies, contesting with one another in skills acquired during the years of bone breaking work—turning their workaday chores into a competition.

Today, rodeo is more than a rough and tumble native sport. It is living history. That history is vividly portrayed at the Prorodeo Hall of Champions. The Prorodeo Hall of Champions and Museum of the American Cowboy was established in 1979 by the Professional Rodeo Cowboys Association as an educational and entertaining museum to preserve the legacy of the cowboy contests, the heritage and culture of those original competitions and the champions of the past, present and future.

This unique facility recreates the history of rodeo in multi-media images on giant 10′ by 30′ screens. A 1921 trophy saddle from Cheyenne Frontier Days, Larry Mahan's favorite chaps and trophy buckles from around the world are just a sampling of the memorabilia and artifacts found in the museum. The rewards, dedication as well as the long, lonely travel on the rodeo circuit are all represented in special tributes to such rodeo greats as Shoat Webster, Freckles Brown, Hugh Bennett, Casey Tibbs, Clyde Burk, Pete Knight, Lex Connelly and Bill Linderman who, along with 78 other legends of the sport (including stock) are honored in the Hall of Champions.

A favorite of young and old is the outdoor exhibit area. The paddocks, have been the retirement home of such famous animals as Descent—6 times bucking horse of the year, and Oscar—who bucked out over 200 times before a rider managed to make the whistle. In addition to bulls and broncs the area is the summer home of a Longhorn cow and calf. A mini arena, complete with roping and bucking chutes, is located at one end of this garden area and a clown and wrangler are on hand in the summer months to answer visitors' questions about rodeo.



The museum works with local schools to develop educational programming for all levels of students. A teacher's packet with information on the museum and activity sheets for students was formulated to introduce students to rodeo and its place in our western heritage.

The Hall library and archives, a repository for books, periodicals, rodeo programs, manuscripts and photographs, is used by over 400 researchers a year. Hall material has been the basis for three film documentaries on various aspects of rodeo produced in recent years. The museum actively solicits additional material for the library.

The Prorodeo Hall of Champions is located in Colorado Springs, near the foothills of Pikes Peak. Access is directly off Interstate 25 at Exit 147, Rockrimmon Boulevard. The Hall is open seven days a week from Memorial Day to Labor Day, 9 to 5. Winter hours are 9 to 4:30 Tuesday through Saturday, Sunday noon to 4:30. Closed Monday. Admission is $3 for adults, 12 and under free. Group rates are available with advance reservations, 303/593-8847.

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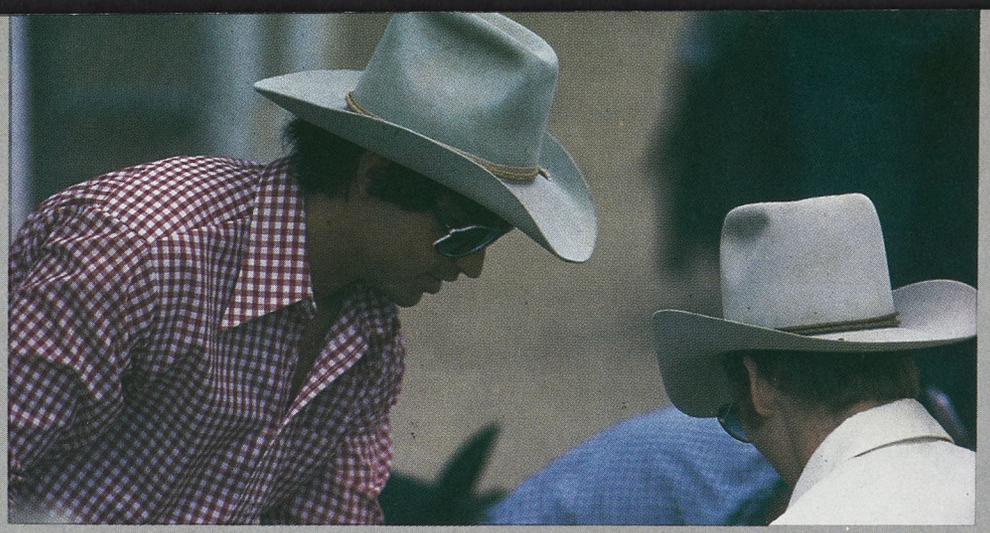

TALKING RODEO

Added money: The purse put up by a rodeo committee: it's added to the contestant's entry fees to make up the total prize money. All PRCA-sanctioned rodeos have added money.

Arena director: The person responsible for conducting a fast, smooth-running rodeo according to PRCA rules.

Average: At rodeos with more than one go-round, contestants earn money for each go, and those with best total scores or times win additional money.

Barrier: In the timed events the stock is given a pre-determined head start, depending on arena conditions, called the score, and marked by the scoreline. A rope is stretched across the front of the box out from which the contestant's horse will come. The barrier rope is released by a measured length of twine which is pulled loose from the calf or steer as it crosses the scoreline.

Cantle-boarding: When a saddle bronc rider spurs back so far his spurs strike the saddle's cantle.

Catch-as-catch-can: A calf roper is allowed to catch the animal in any way he chooses so long as he turns loose of the rope when throwing the loop, and so long as the rope holds the calf until roper reaches it.

Dally: A turn of the end of the rope around the saddle horn after the animal is caught.

Dog-fall: Downing steer in steer wrestling so all four feet and head not facing same direction. Illegal. To get a time, cowboy must turn steer over or let it up and throw again legally.

Entry fee: The money paid by the contestant before he can compete at a rodeo. Contestant must pay a separate entry fee for each event entered.

Fair (Legal) catch: In team roping, header must catch steer around horns, head or neck.

Flagman: Rodeo official who signals end of time elapsed in the timed events.

Go-round: That part of a rodeo event in which every contestant has competed on one head of stock.

High roller: A horse that leaps high into the air when bucking.

Honda: The eye in one end of a rope, through which the other end is passed to form the loop.

Hooey: In calf roping, a cowboy must put the animal down and tie any three feet by taking two wraps—one if in a hurry—around the feet and tying off with a "hooey"—a half-hitch.

Lap and tap: An even start where the cattle in timed events do not get an advantage of 10 to 30 feet; used in small arenas.

No time: (NT) Failure to qualify on timed event cattle, signalled by field flagman waving his flag side to side.

Pickup man: Mounted arena official who assists bareback and saddle bronc riders in dismounting from their horses.

Piggin' string: Small soft rope six feet long used by calf ropers to tie the animal's feet.

Point Award System: The method by which champion cowboys are chosen each year. Each cowboy is awarded one point for each dollar earned in competition at PRCA-approved rodeos during the 12-month rodeo season. At the end of the year the cowboy who's won the most money in each event is named PRCA world champion, and the cowboy who's won the most money in two or more events is PRCA world all-around champion.

Prize money: Money paid to winners of each event at a rodeo: it is the total of added money—the purse put up by the rodeo committee—and the cowboys' entry fees.

Producer: The individual who runs a rodeo and is responsible for bringing all elements together into a fast, smooth-running exciting production. The exact duties vary from rodeo to rodeo.

TALKING RODEO

Pulling leather: When a saddle bronc rider touches any part of the saddle with his free hand during the eight-second ride he is said to be pulling leather, or "grabbin' the apple," and is disqualified.

Rake: Spurring action of rider on rough-stock. Bareback and saddle bronc riders are required to continue spurring throughout rides; bull riders are not, but sometimes score higher when they do so.

Re-ride: Another ride given to a bronc or bull rider in the same go-round when either the animal or cowboy is not afforded a fair opportunity to show his best, such as a chute-fighting animal impossible to get mounted upon, when the animal falls or drags cowboy off on chute gate, etc.

Rowell: Circular, notched, bluntly pointed and free-wheeling portion of a spur. They do not cut a bronc or bull. Anyone using sharp spurs is disqualified.

Score: 1) Distance between the chute opening and the scoreline; the headstart timed event cattle are given in roping and steer wrestling, determined by size of arena. 2) The marking given rough-stock riders by the judges after a qualified ride.

Scoreline: Strip of durable material—leather, rubber, elastic—about six feet long attached to the ground a set distance in front of the chute from which timed event cattle emerge. Once the cattle, whether calf or steer for roping or steer wrestling, cross the scoreline the contestant can then make his run without penalty. If the cowboy starts too soon, he breaks the barrier and has 10 seconds added to whatever time he makes in the arena.

Scratching: Spurring motion.

Seeing daylight: When a rider comes loose from a bucking animal far enough for spectators to see daylight between cowboy and animal. This is not always a bad thing, and does not always mean the cowboy's about to be bucked off. There's a technique called "floating" used by a few saddle bronc riders which makes them appear bucked off every jump, and it's exciting to watch.

Stock Contractor: Person or organization which provides all the livestock used in a rodeo—broncs and bulls and timed event cattle. The stock contractor may also furnish horses for the pickup men. In many cases, especially at smaller rodeos, the stock contractor will also produce the rodeo, in which case he promotes, publicizes, advertises, rents the arena, oversees ticket sales and concessions, and collects the gate receipts.

Timers: In every timed event—calf roping, team roping, steer wrestling and barrel racing—there must be at least two timers who must agree on the time made by each contestant. Timers also keep the time on the eight-second bronc and bull rides.

It's at times like these that a seat belt can come in really useful!

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ABOUT THE MRA MEMBERSHIP

The MRA is a new and growing association in the world of rodeo. It began in concept in 1979 and was finally organized in 1984. The membership base is almost unlimited, due to the fact that its members consist of active duty military, active/inactive reserves, retired military, Department of Defense employees, the National Guard, Coast Guard, and the immediate spouse and offspring of the aforesaid mentioned. The MRA is striving to reach the goal of 3,000 members by 1989. The MRA also has an associate membership program for non-contesting supporters of the MRA.

GOALS

The goals of the MRA are to provide quality rodeos for the membership and to increase the prize monies paid at military rodeo via the addition of "added" monies. One of our primary goals is to educate the military contestants in the areas of safety, equipment, and administration. Clinics will be held when possible to improve our member's riding ability.

GENERAL INFORMATION

The MRA will host both individual and team competition at all of its sanctioned rodeos and will host a World Finals in each of these areas of competition, held near the end of the calendar year. The MRA is available upon request, to provide military installations guidelines for establishing a MRA sanctioned rode. Contact Yolanda Jones, President of M.R.A., P.O. Box 906, Yucca Valley, CA 92286. (619) 364-4380.

AFFILIATION

The MRA is not affiliated with the Department of Defense or any other government agency.

YOLANDA JONES, PRESIDENT

Yolanda Jones, current President of M.R.A., was born in Santa Monica, California to Vera and Maynard Hayman. Her father was a career Marine of 40 years with his last duty station being M.C.A.G.C.C. 29 Palms, CA. She became active in horse shows and rodeo at the age of 13 when the family was based at Camp Pendleton, CA. She has been involved with M.R.A. since 1983 and President since 1986.

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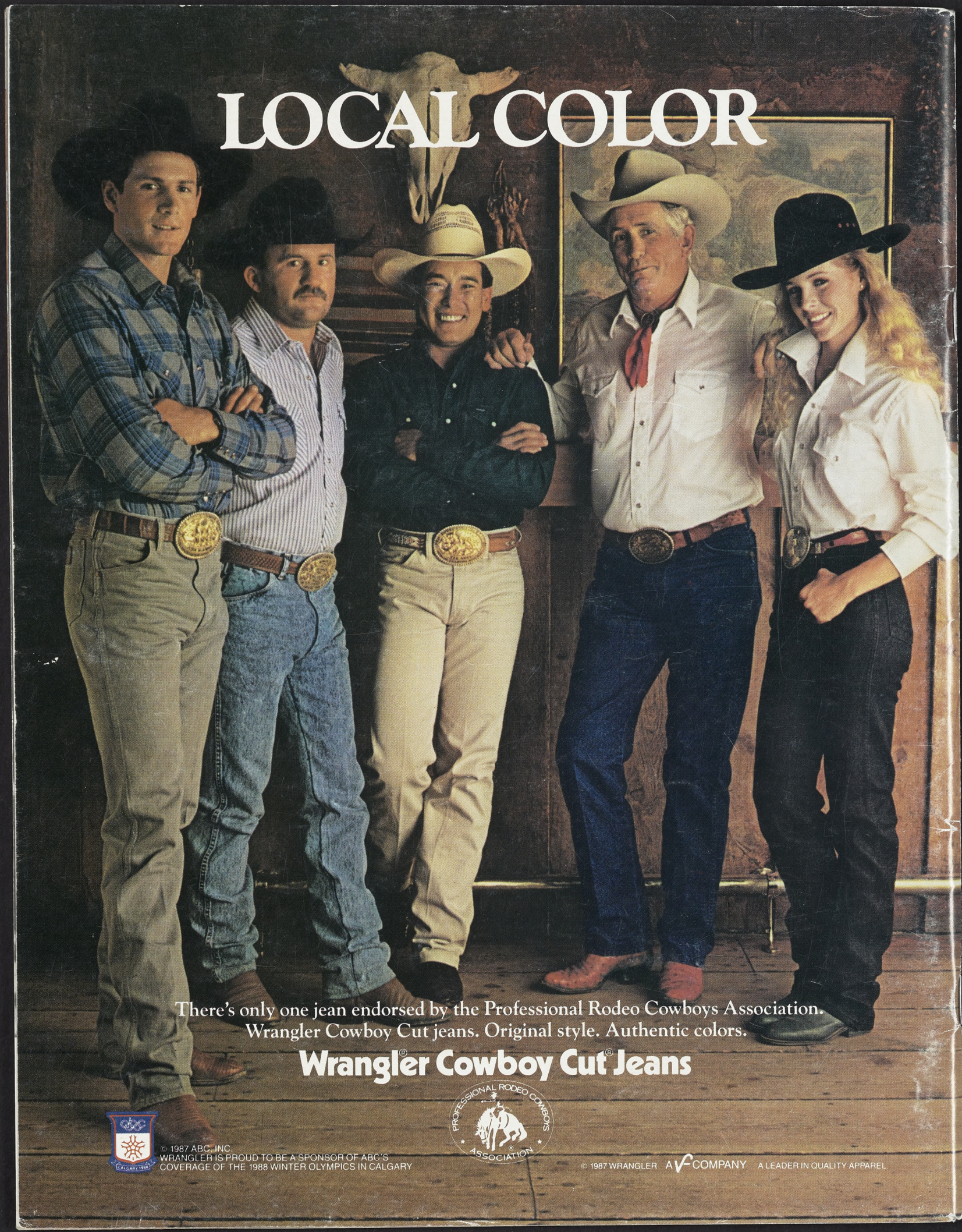
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